TGI'S CORPORATE EVENT PLANNING GUIDE
POST-EVENT INTERNAL EVALUATION

- Did we meet our goals/objectives with this event?
- Did we meet our budgetary goals? Were we over or under budget in any particular area of spend?
- Did we communicate with the internal team effectively? What could we do better next time?
- What could we have done differently to make the event better/ more productive?
- Did we execute the event in a professional manner?
- Did we face any individual or group conflict? What was it and how was it resolved? What could we have done differently?
- Would we bring this keynote speaker/performer in again? Was it worth it?
- How does this event allow us to grow as a group, officers, and leaders? Was it a good program?
- Did we have enough advertising/PR for the event? How could we have made this better?
- Did we have enough staff for the event?