

# **SAMPLE**

## **Event Evaluation Form**

Event Title: **Candy and a Movie: Willie Wonka and the Chocolate Factory**

Event Date: **12/1**

Event Time: **7:00p.m.**

Event Location: **Beaux Arts Ballroom**

Attendance:

Estimated (prior to event): **100** Actual (after event): **124**

Budget:

Total: **\$400.00**

Breakdown:

Advertising: **\$5**

Venue: **\$0**

Entertainment Fee: **\$400**

Supplies: **\$35**

Miscellaneous: **\$0**

Income: **\$0**

Advertising: \_\_\_\_Northern Student \_\_\_\_FM90 **X** Flyers **X** Posters/Banners  
**X** Table Tents \_\_\_\_Table in Lower Union \_\_\_\_Chalking on sidewalks  
\_\_\_\_External Media (Other radio stations, television, internet, etc.) \_\_\_\_Other

Type of Event: **Movie showing/entertainment.**

Purpose of Event: **To offer free entertainment for students as well as to recruit for membership.**

Was Purpose Met? **X** Yes \_\_\_\_No

What went well? **We had a larger turn out than expected, everyone seemed to enjoy the movie and candy, and we recruited 5 new members.**

What would you change? **Be prepared for a larger number than expected, we started to run out of candy fairly early and did not have enough chairs set up for the movie.**

How well did the group work together? **The group worked very well together, we were well organized and had every member scheduled for a time slot and clearly defined each members designated position.**

Would you recommend doing this event again, why or why not? **Yes, it was a good recruitment effort and had a great turn out.**

Important Contact Info (Vendors, Venues, Agents, etc.): **Kathy O'Brien – Beaux Arts Ballroom, 3760; John Smith – Galactic pictures, 1-800-555-6782**

Campus Contact Info (FM90, Northern Student, Administrative Offices, etc.): **Info Desk, 3760; FM 90, 4120; Northern Student, 2987**

Other Contact Info: **Bean's Candy Shop, 555-5925**