# NOOSA

### SPONSORED EVENTS POST EVENT REPORT

Barra Chi

#### YOUR NAME

YOUR POSITION

EVENT NAME

EVENT DATE/S

0

#### 2 What were the KPI's of your event?

What were the results achieved against your KPI's?

1	
2	
3	
4	
5	

3 Complete the feedback matrix below, taking a critical view on how the event might be improved next time.

What worked? e.g. Time of year; location; beverage supplier	What didn't work? e.g. Time of day; logistics for hosting marquees; emcee not suitable
What was missed?	What's possible next time?
e.g. Stakeholder engagement with local businesses;	e.g. Time of day; logistics for hosting marquees;
social presence	emcee not suitable

Did the event deliver or exceed the projected attendance/audience/ticket sales? Please provide evidence of attendance/ticket sales.

Forecast Attendance

Actual Attendance

5 Do you consider the event to be a success? Why/why not.

6 Please complete the following table of your visitor/ticket holder/spectator or participant places of origin. Please provide evidence of visitor data collection.

Origin	Number of Visitors
Within Sunshine Coast	
Within Queensland	
From interstate	
From Overseas	

#### Note:

Please define your source and data collection method for this breakdown and provide evidence of data i.e. postcode collection via ticket purchase platform such as Eventbrite, post event survey, on-site data collection at event, etc. Attach evidence to the return email.

Please provide average age of male and female	Average Age Male	Average Age Female
attendees.		

Did you grow your engagement levels across your owned channels for this event?

Yes No

If Yes, what was the increase?

Channel e.g. Facebook, Instagram, email database	Increase in number and %

9	Did the Event ru	un at a profit or a loss?	
	Profit	Loss	
10	How did the TN	N funding / marketing help grow the event?	
1	Are there any i	deas you feel Tourism Noosa could support you with or assist in	
		mprove the event?	
12		portunities or unique experiences did you provide for your visitors / our Event this year?	

Were there any local volunteers or organisations involved in the event? (if so, how many and who?)

Organisation	Number of Volunteers

Were there any negative impacts to the local community which you will need to rectify in future? This is a great opportunity for Tourism Noosa to discuss this with you to find a solution in the future. Issues such as noise, pollution, congestion and negative effects on businesses e.g. shops or businesses who were unable to open. Is it your intent to run the event again next year?

Yes No

If Yes, what are your key funding sources for this event next year?

Funding source	Ammount

Have you completed your sustainability review with Tourism Noosa Events Sustainability Officer? (using the template provided by Tourism Noosa)

Yes No

If No, please organise a meeting with our Events Sustainability Officer Amanda Pummer amanda@tourismnoosa.com.au prior to final funding being released.

Please send us a minimum of 10 x images of various elements of your event execution, so we can utilise as a reference point and for marketing your future events. Video submissions are also encouraged when possible. Please send to events@tourismnoosa.com.au

Confirming images/video have been sent

## THANKS!

Thank you for taking the time to complete the Post Event Report.

The Tourism Noosa Events Team Supporting & inspiring world class events for Noosa

