

TOURISM  
NOOSA

SPONSORED EVENTS  
POST EVENT REPORT

YOUR NAME

YOUR POSITION

EVENT NAME

EVENT DATE/S



1 What did your event set out to achieve?

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.

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



9 Did the Event run at a profit or a loss?

Profit

Loss

10 How did the TN funding / marketing help grow the event?

11 Are there any ideas you feel Tourism Noosa could support you with or assist in developing to improve the event?

12 What new opportunities or unique experiences did you provide for your visitors / attendees at your Event this year?

13 Please describe your level of community engagement.

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

Organisation	Number of Volunteers

15 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.

16 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

17 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](mailto:amanda@tourismnoosa.com.au) prior to final funding being released.

18 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](mailto: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*

