

### 3.

# After-Event Review

These forms should be filled out and discussed with the people involved in planning and executing the event. The lessons learned should be shared more broadly with any staff involved in event planning.

## **Tool 3A** After-Event Review for Legal Network–Hosted Event (abbreviated version)

1. Name of the event:

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2. Date of the event:

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3. Name of the person completing this form:

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4. The Legal Network priority or theme the event addressed/ supported:

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5. The cost of putting on the event:

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6. The primary purpose of the event:

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7. On a scale of 1–5, to what degree did you achieve this purpose?

1                      2                      3                      4                      5

Not at all

Complete

8. The secondary purpose of the event (if applicable):

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9. On a scale of 1–5, to what degree did you achieve this secondary purpose?

1                      2                      3                      4                      5

Not at all

Complete

10. The most important concrete result(s) from the event (e.g., attracted new major donor, coverage in elite journal [use media tracking tool], got commitment from key influentials, etc.):

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11. What worked well for the event?

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12. What were the problem areas, if any, that affected the success of the event?

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13. On a scale of 1–5, was the event worth the effort and investment to organize?

1                      2                      3                      4                      5

Definitely NOT

Definitely worth it

14. What was/were the key lesson(s) for the next event?

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15. What follow-up is needed, by whom and by when?

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# 3. After-Event Review

## Tool 3B After Conference/Meeting Participant's Review

(to be completed by person who attended the meeting and/or used for standardized verbal reporting to manager, management team, or in team or staff meetings)

1. The name of the conference or meeting:

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2. Date of the conference or meeting:

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3. Name of the person completing this form:

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4. In your opinion, what Legal Network priority or theme did the conference or meeting address/support?

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5. [For written reports] For meetings that involved travel outside of Ontario, roughly what was the cost of your attendance (travel, hotel and meals, conference fees)?

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6. The primary purpose of the conference or meeting:

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7. On a scale of 1-5, to what degree was the purpose achieved?

1                      2                      3                      4                      5

Not at all

Completely

8. Please explain your rating:

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9. For what purpose(s) did you attend the meeting?

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10. On a scale of 1-5, to what degree did you achieve this purpose?

1                      2                      3                      4                      5

Not at all

Completely

11. Please explain your rating:

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12. Did you engage in networking? If so, how many contacts did you make or strengthen. (Remember to input contact information into the database.)

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13. What follow-up will you be doing from this trip?

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14. Overall, was the trip worthwhile? Why or why not?

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15. Would you recommend attending this (or similar) meetings/conferences in the future, and if so, is there anything you or your colleagues might do to better prepare for or take advantage of the meeting?

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## Tool 3C Planning, Monitoring and AER Form for Co-Hosted Events

This is a more detailed form that may be useful if the Legal Network is planning an event with other organizations. The planning side can be used to make sure there is clarity on purpose, roles, and deadlines. The evaluation side provides a structured way to monitor implementation progress (see items 10–14) and do a post-event debrief.

PLANNING	EVALUATION
<b>Purpose</b>	
<b>1. Please state the purpose(s) of the event:</b>	<b>On a scale of 1–5, where 1=not at all and 5=completely:</b>
i.	Was purpose 1 met?
ii.	Was purpose 2 met?
iii.	Was purpose 3 met?
<b>2. Please list your target audience(s):</b>	<b>Did you reach your targeted audiences?</b> If not, why not (comment)?
<b>3. Your numeric target for attendance:</b>	<b>How many people attended your event?</b>
<b>4. What media are you targeting (please list in order of importance)?</b>	<b>What media did you reach (please list)?</b> How satisfied were you with media coverage on the 1 to 5 scale? <b>1                  2                  3                  4                  5</b>
<b>5. What are the 1–3 key messages you are trying to get out in the media?</b>	<b>Which statement is most true?</b> <input type="checkbox"/> All our messages were covered <input type="checkbox"/> At least one primary message got out <input type="checkbox"/> Our messaging was poorly conveyed <input type="checkbox"/> Our messaging was not picked up
<b>6. What is the fundraising goal (if applicable)?</b> \$	<b>How much did you raise?</b>  <b>What contributed to the outcome (positive or negative)?</b>
<b>7. How is this event meant to contribute to your overall strategy?</b>	<b>On a scale of 1 (not at all) to 5 (completely), did the event contribute to strategy as anticipated?</b> <b>1                  2                  3                  4                  5</b>
<b>8. Other comments:</b>	<b>Where there any unanticipated outcomes that should be noted?</b>

Please comment on any of the above, highlighting what went *particularly well* and *what should be done differently* in the future.



3: After-Event Review (AER)

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PLANNING		EVALUATION				
Planning and Monitoring						
<p><b>9. Why is this event being held at this time?</b></p>		<p><b>Did the timing turn out to be appropriate?</b>  <input type="checkbox"/> Yes <input type="checkbox"/> Somewhat <input type="checkbox"/> No</p>				
<p><b>10. Are there any competing events or timing issues that might affect</b></p> <p>a. planning? <input type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>b. attendance? <input type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>c. media interest? <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> N/A</p> <p>If yes, please specify:</p>		<p><b>Were there any unforeseen events that adversely affected the event, and if so, what might be done in the future to avoid this?</b></p>				
<p><b>11. What is the budget for the event? \$</b></p>		<p><b>What was actually spent? \$</b></p> <p><b>Was the budget</b> <input type="checkbox"/> generous <input type="checkbox"/> adequate <input type="checkbox"/> barely sufficient <input type="checkbox"/> inadequate to the point of affecting the outcomes.</p>				
<p><b>12. What organization has/ had primary responsibility for planning/ coordinating the event?</b></p>		<p><b>How well did it meet its responsibilities?</b></p> <p style="text-align: center;"> <span style="margin-right: 20px;">1</span> <span style="margin-right: 20px;">2</span> <span style="margin-right: 20px;">3</span> <span style="margin-right: 20px;">4</span> <span>5</span>                      Not at all <span style="margin-left: 150px;"></span> Fully                 </p>				
<p><b>13. What other organizations were involved in planning?</b></p>						
NAME	RESPONSIBILITIES	<p><b>How well did each of the following meet their responsibilities?</b></p> <p style="text-align: center;"> <span style="margin-right: 20px;">1</span> <span style="margin-right: 20px;">2</span> <span style="margin-right: 20px;">3</span> <span style="margin-right: 20px;">4</span> <span>5</span>                      Not at all <span style="margin-left: 150px;"></span> Fully                 </p>				
<p><b>14. What are the deadlines for the following activities:</b></p>						
ACTIVITY	DATE	PERSON/ORGANIZATION RESPONSIBLE				
Venue procured			1 on schedule	2 in time	3 late, minor problems	4 late major problems
Budget confirmed			1 on schedule	2 in time	3 late, minor problems	4 late major problems
Meeting design			1 on schedule	2 in time	3 late, minor problems	4 late major problems
Invitations (special)			1 on schedule	2 in time	3 late, minor problems	4 late major problems
Invitations (general)			1 on schedule	2 in time	3 late, minor problems	4 late major problems

Reminders			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems
Preparatory materials			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems
Catering			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems
AV			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems
interpretation arranged			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems
Other			<b>1</b> on schedule	<b>2</b> in time	<b>3</b> late, minor problems	<b>4</b> late major problems

**15.** Were there any external factors/mitigating circumstances that affected participating organizations' ability to deliver on the event?

**16.** What are 1-3 things that organizers can do more of or do differently to support each other that would make delivery of such an event smoother?

#### Summary Assessment/Reflections

**17.** Overall, what was gained by having this event? (This refers to purpose but also includes what individual or organizational participants might have gained in terms of new skills, exposure, etc.)

**18.** What follow-up needs to be done to capitalize on those gains? Who should do the follow-up?

**19.** Did we incur any "costs" from the event in terms of reputational risk (e.g. was anything mishandled or any conflicts generated that we need to follow-up on so our profile or standing is not negatively affected)?

**20.** Overall, was this event worth the time, energy and cost? What are the implications of the usefulness of this event as part of strategy in the future?