

PROGRAM EVALUATION FORM

GENERAL INFORMATION

Title of Event: _____

Date of Event: _____ Time: _____ Location: _____

Attendance: _____ Admission Fee: _____

Sponsoring Group: _____

Co-Sponsors: _____

Event Budget: _____ Actual Expenses: _____

PUBLICITY

The most effective form of publicity we used was...

The least effective form of publicity was...

I wish we would have...

Suggestions for future improvement in advertising...

FINANCES

Co-Sponsors we could have tapped into include...

One way to make this event more cost-effective would be...

AUDIENCE REACTION

The audience liked this the most...

The audience liked this the least...

THE GOOD, THE BAD AND THE UGLY!

The best part of the event was...

The area that could use the most improvement was...

FORESIGHT

If we were to plan this event again, we should...

EVALUATION INFO

Evaluation completed by: _____ Title: _____

Date of Evaluation: _____ Those Attending Evaluation Meeting: _____