POST-EVENT CHECKLIST

1. DID THE PROGRAM STAY WITHIN BUDGET?
   - Review and audit the event expenses.
   - What changes can we make to lower expenses next year?
   - What expenses were not planned for this year that need to be added to next year’s budget?

2. REGISTRATION WEBSITE
   - What changes need to be made to the registration website?
   - Is there any additional information that we should collect that would have been helpful?

3. HOTEL
   - How many rooms do we need to increase/decrease for next year?
   - What changes to the meeting space and production will make the event run more smoothly?
   - What changes to the contract do we need to make that would have been better for the event?
   - Was the location of exhibit space convenient to the meeting space?
   - What changes to meals (guarantees, dietary needs, times and quantity) do we need to make?

4. POST EVENT MEETING
   - What are the results of the attendee post event survey?
   - What worked well?
   - What needs improvements?
   - What challenges do we need to overcome before next year?
   - How can we improve on-site registration next year to be more efficient?
   - Were attendee problems and complaints handled properly or what can be done better?
   - What have we learned that we need to improve on next year to have a more successful event?
   - What have we learned that we do not need to repeat next year to have a more successful event?

For more information or to let GCFA’s Travel and Meeting planning team help you with all your event needs, contact Brittany Enright at connectionalrelations@gcfa.org or at 615-369-2395.