

Post-event reporting guidelines



Compiling a post-event report and identifying the particulars for each of the main topic areas will facilitate your understanding of how your event can grow. The report will provide you with a business rationale on how the event can create opportunities, whether it is to attract more sponsorship or other financial partners, or to develop other areas of the event.

The purpose of the report is to:

- ➔ Review the overall success of the event in reaching its key objectives
- ➔ Determine key recommendations for future events
- ➔ Review the economic, social and cultural and international exposure benefits of the event
- ➔ Review the leverage benefits received by New Zealand Major Events or the lead agency

The following are some general basic headings for a post-event report and some questions to help you think about that area. Not all of the following areas may be appropriate to your event. Please feel free to add any additional information that would be relevant to your analysis of your event.

For further information relating to post-event reports or New Zealand Major Events please contact:

New Zealand Major Events
0508 696 333 (toll free)
Majorevents@med.govt.nz

SAMPLE HEADINGS AND QUESTIONS:

EXECUTIVE SUMMARY

- Summary of the Post Event Report
- Highlight all the major points covered
- Key Recommendations

REPORT CONTENT

Introduction and Background information on the Event

Introduction

Brief background history

- How many times has the event been held?
- Details of the national body and their involvement

Information on the current event

- General overview of the event
- Who ran the event- governance, event management, national body?
- When was it?
- Where was it?
- An assessment of the venue
- Assessment of the overall success of the event.
- Growth from previous years.

Event Delivery Review

- Extent of achievement of the projected tasks.

Major Events Development Fund

- Summary of expenditure of MEDF funding
- How did MEDF funding grow the event?
- Report to agreed measures identified in formal agreement.
 - Lead agency benefits
 - Branding exposure etc

ORGANISATIONAL STRUCTURE AND FRAMEWORK

Operational Overview

- Overall operational success
- Timeline of activities
- Any areas that were addressed or need to be addressed in the future

NEW ZEALAND MAJOR EVENT RESOURCES

Major Events Boarder Steering Group

- Did the event use this resource?
- If yes, experience of using tool
 - Positive impact on event
 - Negative impact on event
 - How could the resource be improved

Major Events Resource Bank (<http://www.med.govt.nz/majorevents/resource-bank/major-events-resource-bank>)

- Did the event use this resource?
- If yes, experience of using tool
 - What modules did you use
 - Positive impact on event
 - Negative impact on event
 - How could the resource be improved

Volnet

- Did the event use this resource?
- If yes, experience of using tool
 - Positive impact on event
 - Negative impact on event
 - How could the resource be improved

ECONOMIC BENEFIT & OTHER PERFORMANCE MEASURES

Economic Benefit

- The event's in-scope expenditure
- Event's national net economic benefit
- Event's ROI
- Event's MEDF Investment Ratio

Sponsorship and Funding Review

- Current sponsorship structure
- Sponsorship and funding positions for this and future events
- Sponsorship strategy for the project long-term
- Key sponsorship recommendations

Financials

- Budget vs actuals
- Ticket sales summary- prices, numbers
- Assess the financial outcomes of the events
- Effect for Financial planning for future events

International Tourism

- How many international tourists were there, where were they from etc?
- Accommodation analysis
- Outline any tour packages available and the uptake of these

SOCIAL AND CULTURAL ASSESSMENT

- Social and cultural benefit and cost analysis of the event, including how the expertise of New Zealanders involved has developed, opportunities for New Zealanders to experience the event, and how the community and region have been showcased nationally and internationally, as well as the wider costs involved in the event.

Participation

- Indications of participants and their support teams
- How many participants were there in total?
- What was the overall level and quality of the international and local participants?
- Where were they from- both international and New Zealand participants?
- How long did they stay?
- Do you know if any of them travelled following the event?

Promotion of High Achievement

- Were there any programmes that showcased local achievements?
- Did the event develop or promote high achievement for New Zealanders in the arts, cultural, heritage, sporting or leisure fields?
- Did the event provide the opportunity for excellence not available elsewhere onshore in this field of pursuit?

Experience of a World Class Event

- How did the event provide opportunities for New Zealanders to experience a world-class event?
- What was the level of interest and support from NZ spectators/audiences?

Community and Regional Engagement

- How did the event enable communities to showcase their regions and achievements nationally and internationally
- Level of participation of Territorial Authorities, tourism promotion and Economic Development Agencies in hosting the event
- Scale of the programme of activities that facilitated participation in local experiences and showcased local achievements
- Involvement of local volunteers to stage the event

Social Benefit

- Did the event profile the contribution of culture and heritage to NZ as a unique & creative nation?
- Did the event celebrate cultural diversity in NZ - especially NZ Maori and Pacific peoples?
- How did the event build a sense of identity in the community - locally, regionally, and nationally?

Volunteer Benefits

- Number of volunteers involved in the event (new and existing figures if available)
- Total number of hours contributed by volunteers (before and during the event)
- Demographic profile of volunteers e.g. gender/age/ethnicity/place or region of residence
- Any unique volunteer positions or qualifications specific to the event e.g.: interpreter, language skills
- Breakdown of volunteer roles and positions e.g.: number of ambassadors
- How were volunteers rewarded or acknowledged?

Social & cultural costs

- Social and cultural costs refer to things that affect the national community as well as the communities where the event(s) are held.
- This includes costs such as noise, pollution and congestion, and negative effects on businesses e.g. shops or businesses choose not to open when event is on
- Other social or cultural costs could include closing down or postponing of other events in order to support the event in question.

INTERNATIONAL EXPOSURE ASSESSMENT

- Summarise the international exposure benefits to New Zealand

Media Analysis

- Media analysis of the coverage and value of all international and domestic media exposure of the event, including television, magazines, newspapers, in-flight video, and web-based magazines;
- What international media exposure was received?
- What were the numbers of International Media that attended the event (media type and country)?
- Outcomes of the international exposure
Summary of international media coverage
- Print- clippings etc
- Television- hours and countries
- Radio
- Internet

Other Media, Marketing and Promotion

- Promotional activities and outcomes
- Advertising
- Did the event attract local and/or national media coverage (not including event promotion)?
- Details of local media
- Summary of local media coverage

Business Leads

- Was there other interest/exposure generated by the event?
 - Person to person
 - Government to Government diplomatic or trade leads/exposure
 - Business to Business leads
- If the event generated international business leads, please indicate the type and number of leads in total
- What is the total estimated value of these business leads?

Employment Effects

- Employment remains an important benefit to be achieved through major events.

- To reflect this, a qualitative assessment of the event's employment benefits should be included as part of the report.

Displacement Effects

- A qualitative assessment of business, resident, and other stakeholder perspectives during and after the event, should be undertaken to provide insight to possible negative effects like cancelled or postponed accommodation purchases, traffic congestion, noise or other pollution, etc.

CONCLUSION

- Is the event likely to be held in future in New Zealand?
- Will there be a facility upgrade?
- Describe how this event provided opportunities for key New Zealand Government agencies to leverage the coverage to deliver positive outcomes
- Overall assessment of the success of the event
- Any other information that may be relevant
- Key Recommendations What was the level of interest and support from NZ spectators/audiences?