



Run Larapinta

Reporting on Your Event

How to identify what data, statistics and information you should report on about your event.



Northern Territory
**MAJOR
EVENTS**
Company

Reporting on Your Event

After your event it is important to develop a post-event report to gain an understanding of how you can improve things next time round.

The report will provide you with a business rationale on how the event can create opportunities, including attracting more sponsorship and developing your offering.

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 benefits of the event

Below are some sample headings and questions to help you create a post-event report.

Executive Summary

- Summary of the post-event report
- Highlight of the major points covered
- Key recommendations

Report Content

1. Introduction

2. Background history

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

3. Information on the current event

- a. General overview of the event
- b. Who ran the event, event management, national body?
- c. When was it?
- d. Where was it?
- e. An assessment of the venue
- f. Assessment of the overall success
- g. Growth from previous years

4. Event delivery review

- a. Extent of achievement of the projected tasks

5. Northern Territory Major Events Company (NTMEC) funding

- a. Summary of expenditure of NTMEC funding
- b. How did NTMEC funding grow the event?
- c. Report against agreed measures identified in formal agreement
 - i. Visitor numbers and demographics
 - ii. Event surveys

6. Organisational structure and framework

- a. Operational overview
 - i. Overall operational success
 - ii. Timeline of activities
 - iii. Any areas that were addressed or need to be addressed in the future



7. Economic benefit and other performance measures

- a. Economic benefit
 - i. The event's in-scope expenditure
 - ii. Event's economic benefit
 - iii. Event's return on investment
- b. Sponsorship review
 - i. Sponsorship structure
 - ii. Sponsorship position for future events
 - iii. Sponsorship strategy for the project long-term
 - iv. Key sponsorship recommendations
 - v. Financials
- c. Funding Review
 - i. Budget vs actuals
 - ii. Ticket sales summary - prices, numbers
 - iii. Assess the financial outcomes of the event
 - iv. Impact on financial planning for future event
- d. Tourism
 - i. How many international tourists were there, where were they from etc?
 - ii. Accommodation analysis
 - iii. Outline any tour packages available and the uptake of these

8. Social and cultural assessment

- a. Social and cultural benefit and cost analysis of the event, including how it helped develop the skills of Territorians, how Territorians experienced the event how the event showcased the community and wider
- b. Participation
 - i. Indications of participants
 - ii. How many participants were there in total?
 - iii. What was the overall level and quality of the participants?
 - iv. Where were they from?
 - v. How long did they stay?
 - vi. Do you know if any of them travelled following the event?
- c. Community engagement
 - i. Scale of the activities that facilitated participation in local experiences
 - ii. Involvement of local volunteers to stage the event



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- d. Social benefit
 - i. Did the event celebrate cultural diversity?
 - ii. How did the event build a sense of identity in the community?
- e. Volunteer benefits
 - i. Number of volunteers involved in the event (new and existing figures if available)
 - ii. Total number of hours contributed by volunteers (before and during the event)
 - iii. Demographic profile of volunteers e.g. gender/age/ethnicity/place or region of residence
 - iv. Any unique volunteer positions or qualifications specific to the event e.g. interpreter, language skills
 - v. Breakdown of volunteer roles and positions e.g. number of ambassadors
 - vi. How were volunteers rewarded or acknowledged?
- f. Social and cultural
 - i. Social and cultural costs refer to things that affect the wider community as well as the communities where the event(s) are held
 - ii. 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
 - iii. Other social or cultural costs could include closing down or postponing other events in order to support the event in question

9. National exposure assessment

- a. Summarise the national exposure benefits to the Northern Territory
 - i. Media analysis
 - 1. Analysis of the coverage and value of all domestic media exposure of the event
 - 2. What international media exposure was received?
 - 3. What were the numbers and types of national media that attended the event?
 - 4. Outcomes of the national exposure
 - 5. Print
 - 6. Television
 - 7. Radio
 - 8. Internet
 - b. Other media, marketing and promotion
 - i. Promotional activities and outcomes
 - ii. Advertising
 - iii. Details of local media
 - iv. Summary of local media coverage

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- c. Displacement effects
 - i. Undertake a qualitative assessment of business, resident and other stakeholder perspectives during and after the event to understand possible negative effects, such as cancelled or postponed accommodation purchases, traffic congestion, noise or other pollution etc.

10. Conclusion

- a. Is the event likely to be held in the future?
- b. How did this event provide opportunities for the Northern Territory Government to deliver positive outcomes?
- c. Overall assessment of the event's success
- d. Any other information that may be relevant
- e. Key recommendations
 - i. What was the level of interest and support from Territorians?

For further information to help you plan, run, finance and report on your event, get in touch with us on (08)8999 6286 or email ntmec.grants@nt.gov.au.

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