

10. Evaluating your Event

Given the amount of work an event team puts into organising and running an event, it is important that there is some effort to evaluate how it went and identify how it can be improved in the future. The aim of carrying out evaluation should not be to criticise but to capture key lessons from the planning and running of the event.

Setting objectives (as outlined in Section 3) effectively acts as the first step in the evaluation process, because it sets some criteria against which event 'success' can be measured. Outside of objectives, all key aspects of the event operation should be evaluated where possible.

For all of the evaluation options, the most effective approach is to use the event management team functions to structure questions and feedback.

10.1. Evaluation Options - At the event

- a) Monitor and record key event activities (i.e. whether they went according to plan or not). Assign this task to a member of the event team before the event begins to ensure that it happens.
- b) Hold short debrief meetings at the end of the event. This will most likely be with volunteers, as part of the debrief process outlined earlier. However, if possible, even for 10 minutes, it would be very valuable to sit with a group of athletes, coaches and/or family members to find out how they felt the event was run.

10.2. Evaluation Options - After the event

- a) Distribute short feedback forms on key aspects of event organisation to athletes, coaches, volunteers and/or family members. A template for this feedback form is provided at **Toolkit 12**. The form could either be distributed to groups as they leave the event, or could be sent by post/email to groups that attended. The feedback could then be reviewed and key points incorporated in the evaluation report by the event team (see below).
- b) Prepare an evaluation report, which should include contributions from all key members of the event team. A template for this report is provided at **Toolkit 13**. The advantage of documenting the report is that it is there for reference when the event is being planned again. It would also be useful if it was submitted to the Regional Event & Games Officer, so that Special Olympics as an organisation can continue to learn from the events that are happening around the island and can improve support for event teams. Any report being compiled after an event should not contain personalised criticisms of individuals or groups, but should objectively focus on areas that went well and areas that can be improved next time around.