**Post-Event Report**

|  |  |  |
| --- | --- | --- |
| **Attendee Name** | |  |
| **Attendee Title** | |  |
| **Department** | |  |
| **Event Summary** | |  |
| **Event URL** | |  |
| **Goals Met**  *Identify specifically what was brought back to the organization relevant to your business goals as payback for conference investment.* | | |
| **1** |  | |
| **2** |  | |
| **3** |  | |

**Cost Summary**

|  |  |  |
| --- | --- | --- |
|  | Budget | Actual |
| Registration Fee | $ | $ |
| Airfare | $ | $ |
| Transportation | $ | $ |
| Hotel | $ | $ |
| Meals | $ | $ |
| Total | $ | $ |

**Convention ROI**

*Please reference the session you attended and the notes you took onsite. Insert additional session fields as needed by copying and pasting table.*

|  |  |
| --- | --- |
| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |
| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |

|  |  |
| --- | --- |
| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |
| **Session Title** |  |
| **Session Presenter** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items Identified** |  | |
| **Estimated Impact** |  |

**Networking ROI** *Please reference the notes you took onsite for your networking opportunities. Insert additional briefing fields by copying and pasting table.*

|  |  |
| --- | --- |
| **Met With** |  |
| **Discussion Focus** |  | |
| **Discussion Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |
| **Met With** |  |
| **Discussion Focus** |  | |
| **Discussion Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |

|  |  |
| --- | --- |
| **Met With** |  |
| **Discussion Focus** |  | |
| **Session Summary** |  |
| **Major Takeaways** |  | |
| **Action Items Identified** |  |
| **Estimated Impact** |  |

**Business Relationships**

*Include contact information for all presenters, customers, exhibitors and attendees that would be useful for your company to contact post-event to address your business priorities.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
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| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |

**Exhibitor ROI**

*List vendor solutions that you researched onsite for post event follow-up that align with business priorities.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Exhibitor Name** |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |
| **Exhibitor Name** |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |
| **Exhibitor Name** |  | | |
| **Solution of Interest** |  | | |
| **Name** |  | **Contact Details** |  |
| **Description** |  | | |

**Summary**

*Outline additional details on the ROI value to you and your company. In your summary, we suggest offering to train others on what you learned and include the date/time of your planned briefing in the space below.*

|  |
| --- |
|  |