**Event Assessment Questions**

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| --- | --- |
| **Primary Contact:** |  |
| **Proposed Date & Time:** |  |
| **Event Name:** |  |

**Event Description**

Considering the event objectives identified in the *Facilitation Questions*, provide a description of the event.

**Key Messages**

What are the 1-3 key messages that we will be promoting to attendees during this event? (Question 1.10 in *Facilitation Questions*)

**Audience**

Who is the primary/target audience? (Question 1.06 in *Facilitation Questions*)

**Event Objectives**

Rank the event objectives for your audience(s) from 1 to 4, with 1 being the primary objective, 2 being the secondary objective, etc. (Use NA if objective type is not applicable to the event and/or audience.)

|  |  |  |
| --- | --- | --- |
| **Category** | **Audience:** | **Audience:** |
| **Celebration/ Recognition** |  |  |
| **Information Sharing/ Education** |  |  |
| **Networking/Relationship Building** |  |  |
| **Collaboration** |  |  |

**Event Criteria1 qza**

*For each dimension below, assess the level of importance for the event, scoring each as low, high, or not applicable. For event participant criteria, consider what the audience will value. For the Event organizer criteria, consider what is important to those involved in planning and delivering the event.*

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| --- | --- | --- | --- | --- | --- |
| **No.** | **Criteria** | **Assessment** | | | |
| **EVENT PARTICIPANT CRITERIA** | | **High** | **Med** | **Low** | **NA** |
| **3.01** | Low cost to attendees |  |  |  |  |
| **3.02** | Minimal travel time to attend |  |  |  |  |
| **3.03** | Accessibility options |  |  |  |  |
| **3.04** | Sustainability/environmental impact |  |  |  |  |
| **3.05** | Flexibility for attendees (ways to attend and access information) |  |  |  |  |
| **3.06** | Interactive participation of attendees |  |  |  |  |
| **3.07** | Collaboration between attendees |  |  |  |  |
| **EVENT ORGANIZER CRITERIA** | | **High** | **Med** | **Low** | **NA** |
| **3.08** | Low cost for delivery |  |  |  |  |
| **3.09** | Ability to accommodate large or flexible capacity |  |  |  |  |
| **3.10** | Content longevity (ability to share and access content after the event) |  |  |  |  |
| **3.11** | Flexibility for planning (short timeline, etc.) |  |  |  |  |
| **3.12** | Event analytics and data |  |  |  |  |