



# Go Evaluate

A quick guide to evaluating your event

## Evaluation is an important component of any event.

Events are a key element in academic life. It gives an opportunity to engage, grow and nurture through shared knowledge and experiences. You can spend numerous hours planning for success on the day, but have you considered what attendees or participants really thought about the event or how the event transformed something for them? Capturing this is a really important tool for inclusion later in REF impact case studies and/or reports for funders as part of your pathways to impact.

This document will assist you with in methods and benefits of analysing your event using various forms of evaluation

## Do I need to evaluate my event?

Evaluating your event provides feedback and opinion on what worked and what didn't for both organisers and participants. The most valuable use of event evaluation is using the data that supports the cause. The data can be measured and translated to rehosting the event again, gain further financial support for the event and determine the impact and value the event had to the community of King's and London.

## What should be evaluated?

The event evaluation should incorporate all the steps and procedures that were taken from the starting to the finishing of the event.

Things to consider for evaluation:

- The impact to the department, Kings College and London
- The positive impact on Kings College, Media and London via communications
- Did the communications attract a positive outcome?
- Did the event reach its target audience?
- Did it add value?

There are plenty more elements that make up an event so challenge yourself to think about the event in question considering the aims and objectives and tailor the evaluation accordingly.

## How do I evaluate my event?

Evaluating your event should be strongly based on the events aims and objectives. The aims and objectives should be measurable which will then give a good indication of the answers you require.

Evaluating the event can take place in two forms:

**Process evaluation:** Process evaluation is more focussed on those who organised and planned the logistics of the event. It is more inward looking, enabling you to evaluate the processes in the coordination and planning activating leading up to the event. This can include monitoring effective communications plans, registration numbers, and weekly catch ups with the events organising team

**Outcome evaluation:** Outcome evaluation is likely more of interest to the person or department who is delivering the content for the event. It asks about people's responses to the event. This can be done in many forms during and after the event using a variety of different methodological tools and techniques.

Both these processes will give you practical advice on how the event performed and it's just about developing the right tools and techniques to gathering this information.

Tips to consider:

- Think about how you will get this information from your attendees?
- Think about how you can extract and monitor data from the eventbrite registration page?
- Will you allocate time during the event for evaluation or will you send the evaluation in an email after the event?
- Will you add an incentive to encourage attendees to fill out an evaluation?
- Have you considered technology to assist with gathering information such as a series of questions presented throughout the event?
- What platforms will you use to create surveys? I.e. Survey monkey, Mail chimp, Eventbrite?
- Are you planning on holding a post event evaluation session?

### Who should complete evaluations?

To gain a full perspective of the event ensure that you get as many attendees to fill out the evaluation including special guests and speakers. It's also important to remember to ensure that each event organiser completes an evaluation.

A great tool to use for collecting data and creating surveys is [PollEverywhere](#). This software is recommended by Kings IT and can be requested access from IT service desk anytime simply by calling [020 784 88888](tel:02078488888) or emailing [88888@kcl.ac.uk](mailto:88888@kcl.ac.uk)

### Presenting you evaluation findings?

The best way to present your findings is in a report. Be creative and use supporting material such as photos, images and social media clips to reflect on the event. It's important to outline of the objectives were met and also discuss aspects that were successful as well as unsuccessful. Such reports can provide really useful data and a sense of potential future pathways to impact that you can use to shape and develop future funding bids.

Using displays such as graphs and pie charts are effective ways of demonstrating results and show responses from the academics, external cultural organisations, policy makers and other stakeholders.

Lastly decisions and ideas can be outlined in the evaluation which indicates what might be done differently for future events.