Interreg NEXT Romania – Ukraine
Co-funded by the European Union

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

Lifelong and Cultural Inclusive Education on the Romanian-Ukrainian Border

EVENT CREATION – THE INCUBATOR OF IDEAS

MODULE 7: Follow-up of the event

cod ROUA00256

www.ro-ua.net

Agenda

1 Role of Follow-up in Event Management Cycle

2 Measuring Event Success Against Objectives

3 Feedback Collection: Understanding Participant Experience

4 Post-Event Report: Documenting Results and Lessons Learned

5 Practical Tasks for the Mini-Project

Interreg NEXT Romania – Ukraine
Co-funded by the European Union



Stefan cel Mare University of Suceava
Ivano-Frankivsk National Technical University of Oil and Gas

Role of Follow-up in Event Management Cycle

Measures real impact

- Checks if SMART objectives were achieved
- Evaluates participant satisfaction and engagement

Ensures accountability

- Demonstrates results to stakeholders and partners
- Justifies resources and budget use

Supports organizational learning

- Identifies strengths and weaknesses
- Provides evidence for improving future events

Maintains relationships

- Strengthens communication with participants, partners, and sponsors
- Builds long-term collaboration

Follow-up is not the end of an event – it is the foundation of future success: systematic evaluation, feedback and relationship management improve future events and maximise long-term impact.

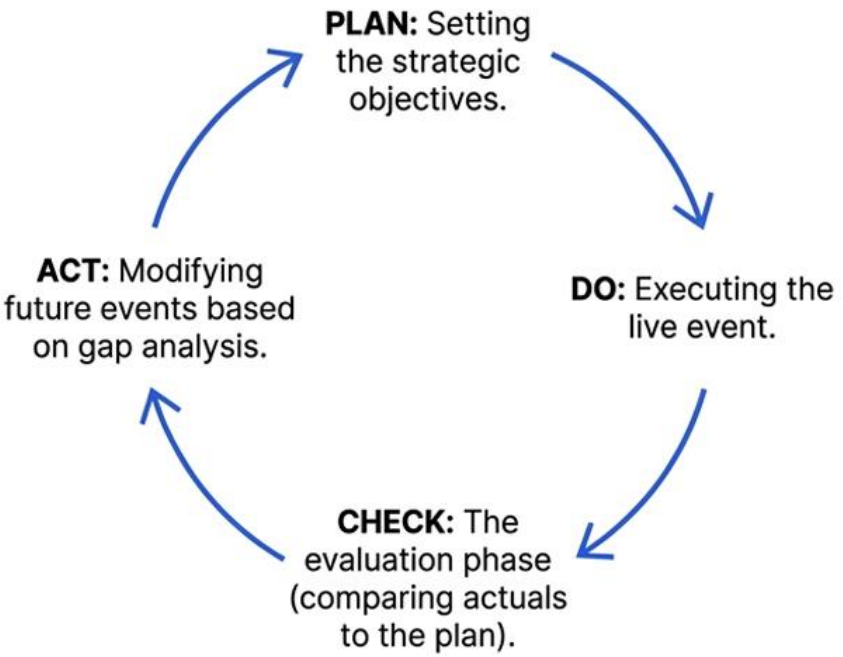
Continuous Evaluation Cycle

Event follow-up evaluation transforms an event from a one-time activity into a continuous learning and development process.

Schwagermann's 3 Phases

1. **Pre-event test:** Controlling the event concept against initial goals.
2. **In-between test:** Real-time control and monitoring during the event process.
3. **Post-test:** Controlling the final results against economic and strategic communication goals.

The PDCA Loop



Measuring Event Success Against Objectives

ROE: Return on Event

Tracks the percentage of earnings returned based on targeted marketing efforts.

Insight: Requires assigning unique tracking codes to distinct marketing channels (web, mail) to isolate investment versus performance.

ROO: Return on Objectives

Measures non-financial strategic outcomes and behavioral shifts.

Example: Quantifying whether the event successfully educated attendees, accelerated networking, or elevated brand perception.

ROI: Return on Investment

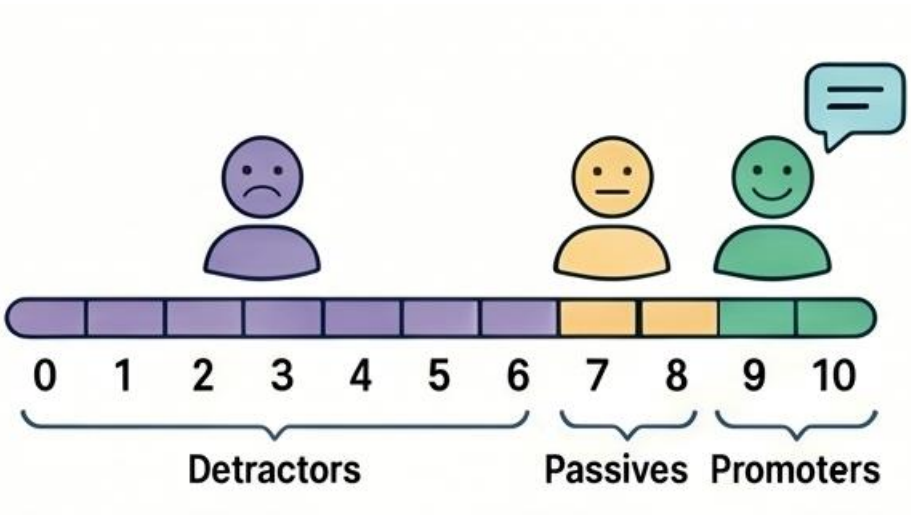
The strict financial calculation of direct event revenue against total operational, logistical, and promotional costs.

Evaluation is an activity that seeks to understand and measure the extent to which an event has succeeded in achieving its purpose.

Net Promoter Score (NPS)

A simple metric used to measure participants' satisfaction, loyalty, and willingness to recommend an event, product, or service to others.

The main question is: ***"How likely are you to recommend this event to a friend, colleague, or professional network?"***



NPS = % Promoters - % Detractors

9–10: Promoters
Highly satisfied participants who are likely to recommend the event and actively support it.

7–8: Passives
Satisfied but not strongly engaged participants; they may attend again but are less likely to promote the event.

0–6: Detractors
Participants who were dissatisfied and may share negative experiences.

Interreg Co-funded by the European Union
NEXT Romania – Ukraine



Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

Feedback Collection: Understanding Participant Experience

Quantitative Diagnostics	Qualitative Depth
Definition: Numerical, easily tabulated data (gender, age, income, satisfaction ratings).	Definition: Probing for hidden meanings, motivations, and emotional drivers beneath the numbers.
Methods: Written surveys, online registration forms, and phone surveys. Best for collecting demographic baselines and tracking precise response ratios.	Methods: Focus groups (collecting attitudes), Participant/Observer tracking (examining community culture), and Case Studies. Vital for closing the gap between over-promising and under-delivering.

Interreg
Co-funded by the European Union
NEXT Romania – Ukraine



Stefan cel Mare University of Suceava
Ivano-Frankivsk National Technical University of Oil and Gas

Post-Event Report: Documenting Results and Lessons Learned

Financial Reconciliation

Budget analysis, revenue vs. expenses, ROI calculation, and ROE tracking by marketing channel code.

Operational Monitoring

Incident report analysis, venue compliance review, health/safety records, and staff/volunteer feedback.

Marketing & PR

Media tracking (clippings, broadcast minutes), advertorials vs. earned media, and web analytics.

Gap Analysis & Recommendations

Identifying discrepancies between the Event Strategic Plan (ESP) and reality. Formulating actionable recommendations for the next PDCA cycle.

The report must pass the 'Grandmother Test'—is it logical, valid, and easily understood by stakeholders outside the planning team?

Interreg NEXT Romania – Ukraine
Co-funded by the European Union
Stefan cel Mare University of Suceava
Ivano-Frankivsk National Technical University of Oil and Gas

Practical Tasks for the Mini-Project

(*Homework*)

Task: Develop an evaluation and follow-up plan for your event concept. The plan should demonstrate how you will measure event success, collect feedback, and maintain relationships with participants and stakeholders after the event.

Follow-Up Plan

Your plan should include:

1. ***Event Evaluation Framework*** *(Event objectives (based on the SMART framework from Module 1), Key success indicators (KPIs), for example: participant satisfaction; attendance and engagement)*
2. ***Feedback Collection Strategy*** *(Who will provide feedback?, How will feedback be collected?, When will feedback be collected?)*
3. ***Short Feedback Survey Design***
4. ***Follow-up Actions Plan*** *(sending thank-you messages; sharing event results/materials; publishing outcomes; contacting partners; documenting lessons learned; planning improvements for future events, ...)*
5. ***Short Reflection:*** *"How will your follow-up activities help make your event more successful in the future?"*

Survey Architecture

The Rules of Engagement

1. Keep it brief to respect attendee time.
2. Use an NPS (Net Promoter Score) question as the anchor.
3. Include one open-ended question to capture qualitative depth.



Interreg Co-funded by the European Union
NEXT Romania – Ukraine

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas



Interreg NEXT Romania – Ukraine

Co-funded by the European Union

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

➡ EU grant: 276.107,50 Euro

The Interreg VI-A NEXT Romania-Ukraine Programme 2021- 2027 is financed by the European Union and co-financed by the participating countries in the Programme.

This material has been produced with the assistance of the European Union. The contents of this material are the sole responsibility of Stefan cel Mare University of Suceavaand can in no way be taken to reflect the views of the European Union or of the Interreg VI-A NEXT Romania-Ukraine Programme 2021- 2027 management structures

Contact

✉ Email: lifeced@usm.ro

https://lifeced.usv.ro/ro_ro/