

# Event Self Evaluation Guide

## Part 1 - What is Event Evaluation?

This guide explains what event evaluation is, why it matters, and what your role is as an event organiser. It is designed for people with no prior experience in evaluation, data collection, or analysis. You do not need to be an expert. These guides are here to help you understand the basics and confidently support the evaluation process.

### What is Event Evaluation

- + It is an assessment of the impact that your event generated for the region of assessment
- + It determines the extent to which your event generated spending impacts for the region of assessment
- + It assesses the impact that the event has on the perception of the region
- + It provides guidance on potential future tourism outcomes as a result of the event bringing people to the region

### What Event Evaluation is not

- + It is not a judgment on whether an event was good or bad
- + It is not an audit
- + It does not need to be exact or perfect
- + It is not a measure of the financial viability of the event

**Event evaluation is about making reasonable, evidence-based estimates using all of the data available.**

## What are we trying to measure

Event evaluation is the process of understanding:

- + How many people attended your event
- + Who they were and where they came from
- + Why they attended
- + What impact these visitors had on the economy of the region
- + What impact the event had on the perception and social outcomes for the region
- + Any other specific outcomes tied to a funding package

**This information is used to show the economic and social value created by events.**

### Key Takeout

- + It is important for events to be clear about the expectations that come with funding support.
- + Sometimes, funding support is given with outcomes in mind.
- + These outcomes will differ across funding partners, and are often, based on the size of the support package.
- + It is important to always be aware of what these funding outcome expectations are, and ensure that any evaluation aims to measure the outcomes in line with these expectations.

### Why is Event Evaluation Important?

Event evaluation helps:

- + Governments/agencies (such as Events Tasmania) to understand the value of funding events
- + Communities see the benefits events bring
- + Event organisers improve future events
- + Sponsors and partners understand the return on their support

Good evaluation supports better decisions and stronger funding cases.

### Who does what?

Typically, best practice evaluation of an event includes input from the event organiser as well as an evaluation specialist. In some cases, if organisers understand what information needs to be collected, less specialist support may be required.

#### Event Organisers

- + Help capture or estimate attendance
- + Help collect data to be used as part of the assessment

#### Evaluation Specialist

- + Design surveys
- + Analyse data
- + Prepare reports and economic impact estimates

**In most cases, you are supporting the process, not responsible for complex analysis.**

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## The Evaluation Process (Simple Overview)

Typically, best practice evaluation of an event includes input from the event organiser as well as an evaluation specialist. In some cases, if organisers understand what information needs to be collected, less specialist support may be required.

- 1. Estimate how many people attended**
- 2. Collect information from a sample of attendees**
- 3. Use that information to estimate economic and social impacts**

The next guides explain each step in more detail:

- + Part 2: Estimating attendances
- + Part 3: Collecting survey data
- + Part 4: Understanding event evaluation results
- + Part 5: Glossary of Terms