

Thank you for completing your post event report. The report is a requirement of the Event Support Program for which your event received funding. The post event report is used by Destination Tamworth to evaluate and measure the event KPI's including: How successful the event was for the region; how many visitors came to the event; lessons for future events.

Name of event/festival _____

Name of organisation _____

Contact Person _____

Contact Number _____ Mobile _____

Email Address _____

How many people attended the event? _____

How was attendance measured? _____

If applicable, is this an increase on the last event? _____

Where did the visitors come from?	Local Tamworth area within 150km	_____	%
	Other regional NSW (excl Sydney)	_____	%
	Sydney	_____	%
	Interstate	_____	%
	International	_____	%

How was this assessed?

How successful do you believe the event was and why?

Do you have any other measurements that you can provide to show how successful the event was?
(Eg. Increased social media audience; increased ticket sales, etc)

If yes, please provide details
Please attach supporting documentation

Please describe the marketing approach for the event and attach copies of the marketing done (online and hard copy examples).

Were there any significant variations to your original marketing plan submitted to Destination Tamworth as part of the application?

If yes, please provide details

What media coverage did the event receive?
Please provide examples of any coverage received.

Radio	Coverage details	_____
Newspaper	Coverage details	_____
Television	Coverage details	_____
Magazine	Coverage details	_____
Other – please specify		_____
	Coverage details	_____

Do you intend holding this event in the future?

Why or why not?

What 2 key things would you do differently next time to improve the marketing for the event?

1.

2.

Please attach a final breakdown of all marketing and communications costs from the event.
Although not essential, you may choose to attach the Final Event Profit & Loss Report.

Name _____ Date _____

Please submit to: trc@tamworth.nsw.gov.au or PO Box 555, Tamworth NSW 2340

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