# Event Debrief Tool

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| **Organizing Alliance:** |
| **Event type:**  □ Town hall meeting □ Candidate forum □ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  □ Legislative breakfast □ Meet and greet |
| **Brief description of event goal(s):** |

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| **Event Details** |
| **Event date: Day of the week:** |
| **Event time: Event length:** |
| **Community: Venue:** |
| **Did the date/time/location/room set-up meet your needs? Why? Why not?** |

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| **Audience** |
| **# overall attendance:** |
| **# key group in attendance (i.e. elected officials, grass tops, youth):** |
| **# staff/coalition leaders:** |
| **# less active members/supporters:** |
| **# new individuals:** |
| **Key turn-out strategies used:**  1.  2.  3. |
| **Who did you want to attend? Did they attend? Which turnout strategies were effective?** |

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| **Presentation** |
| **Strategies used to communicate information and/or motivate action:**  1.  2.  3. |
| **Did people understand the main message(s)? Which strategies were most effective in helping them understand the main message? Will they take action? Why? Why not?** |

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| **Media** |
| **#/Type of media coverage:** |
| **Key media strategies used:**  1.  2.  3. |
| **Did you get the media coverage you wanted? Why? Why not? Which media strategies were most effective? Least effective?** |

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| **Future events** |
| **What should you do again next time? Strengths of the event:** |
| **What should you change? Suggestions/Improvements for future events:** |