SAMPLE TEMPLATE · NO CLIENT DATA

After-event report

A blank template for conference and event organisers. Use it after your event, or ask Event Desk to complete a report from your records as part of a full-run engagement. Every table in this file is empty. Do not treat placeholder headings as results from a past event. This is not a case study and it contains no client figures.

Event Desk after-event reports are written from the event's own registration, check-in, inbox and coverage records. Request a quote at anankedigital.co.ke/services/event-desk/

Cover details (fill in)

Event name	
Dates and city	
Organiser / host	
Report prepared by	
Report date	
Distribution	Internal / partners / funders (specify)

1. What this report covers

Write one short paragraph on the purpose of the event, who it was for, and the period this report covers (registration opening through departure, or another window you define). Name the sources of the numbers that follow (registration site, check-in list, inbox log, media mentions).

2. Attendance

Registered against checked in, overall and by category. Leave cells blank until you have the event's own counts.

Category (delegate / speaker / sponsor / press / other)	Registered	Checked in	Notes

Attendance by country or region (add rows as needed).

Country or region	Registered	Checked in	Share of checked-in

Country or region	Registered	Checked in	Share of checked-in

3. Visas and accreditation

Summarise letters issued, applications tracked, approvals, refusals and late arrivals, using only your tracker. Do not estimate.

Status	Number of delegates	Notes

4. Inbox and WhatsApp

How many messages arrived, typical response time, and the themes delegates asked about (travel, programme, payments, visas). Note anything that should change in next year’s brief.

Theme	Volume (if counted)	What we would change

5. Programme and feedback

If you collected feedback, report the questions you actually asked and the number of responses. Do not invent scores. Add qualitative comments only where a participant agreed to be quoted, or keep them anonymous.

6. Media and coverage

List pieces you can still find: outlet, date, headline or link, and whether it was a preview, a same-day post or a report after the event. If you have no coverage, say so.

Outlet	Date	Headline or link	Type

7. Sponsors and exhibitors

For each signed sponsor or exhibitor: deliverables promised, deliverables completed, payment status (from your own accounts, not estimates).

Organisation	Package	Deliverables done	Payment status

8. What to change next time

Three to seven concrete points: what to start earlier, what to drop, what to brief the venue or the travel partner differently, and any process the team should keep.

#	Recommendation	Owner	By when

9. Appendix

Attach only what you have: final programme, check-in export, letter template (blank), media kit, and a short note on how personal data from this event will be retained or deleted.

Français — notice

Ceci est un modèle vide de rapport post-événement. Les tableaux sont intentionnellement sans chiffres. Il ne s’agit pas d’une étude de cas et il ne contient aucune donnée client. Pour un rapport rédigé à partir des registres de votre événement : anankedigital.co.ke/fr/event-desk/

Sample template published by Ananke Digital Event Desk, 21 November 2026. This file contains no client data and no invented results. anankedigital.co.ke/services/event-desk/