

Sample Speaker Evaluation

Speaker's Name: _____

Title of Presentation: _____

1. How would you rate this presentation's content?

Excellent ____ Very Good ____ Average ____ Acceptable ____ Poor ____

2. How closely did the program content correspond to your needs and interests?

Excellent ____ Very Good ____ Average ____ Acceptable ____ Poor ____

3. Rate the following aspects of the speaker's presentation:

	Poor	Average	Excellent		
Overall Performance	1	2	3	4	5
Knowledge of Topics	1	2	3	4	5
Ability to Answer Questions	1	2	3	4	5

General Comments:

1. What did you find most useful about this program?
2. How could this program be improved?
3. Other comments

Feel free to bask in the applause, but **listen carefully** to the negative comments. These are the keys to becoming a better event planner, so take them seriously. Of course, there will always be a curmudgeon or two in the crowd, but if several guests complain about a particular aspect, you know you have something that should be changed for the next event.

If someone makes a legitimate complaint, take the time to **thank them** for their input. While this can be hard to do, it is important for the guests to know their complaints will be taken seriously.

Evaluating Marketing Results

Advertising and publicity should have a measurable effect on your event. For example, an ad designed to sell advance tickets will, hopefully, result in increased ticket sales. In order to gauge the results of your media placements, build in some sort of tracking system.

For example, staff can keep a simple tally when taking calls for an event. Brochures and mailings are easy to track, but use a photocopy of the actual form when taking ticket orders in house. This will help you track the results of your direct marketing efforts and distinguish mail-ins from phone-ins.

All Rights Reserved © [Arab British Academy for Higher Education](http://www.abahe.co.uk)