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| Reflecting on a venue choice is key to refining your selection process for future events. It helps you evaluate what worked well, identify any challenges, and build a stronger foundation for making even better venue decisions next time. Use this quick template to capture key insights about the venue, celebrate successes, and turn any challenges into future recommendations. Simply **copy**, **fill in**, and **adapt** to suit your needs. |

**HOW TO USE THIS TABLE**

* **Aspect of the event:** Consider all major elements of your event (e.g., flow, logistics, venue, catering, AV, budget, engagement, ROI). Add or remove rows as needed.
* **Successes:** Highlight what went well in this area.
* **Challenges:** Record where challenges or obstacles arose
* **Recommendations:** Identify clear actions to address challenges or build on successes.
* **Feedback:** Summarize input from stakeholders, attendees, or your own reflections to guide future planning.

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| **Aspect of the event** | **Successes**  | **Challenges** | **Recommendations** | **Feedback** |
| Event flow & logistics | *e.g., Registration**was smooth**and on time* | *e.g., Guests struggled to* *find breakout rooms* | *e.g., Add clearer signage and assign ushers to guide attendees to breakout areas.* | *e.g., Attendee surveys showed 90% satisfaction with the main agenda but noted confusion about smaller sessions* |
| Venue facilities |  |  |  |  |
| Catering |  |  |  |  |
| Technology/AV |  |  |  |  |
| Budget management |  |  |  |  |
| Attendee management |  |  |  |  |
| Overall ROI |  |  |  |  |



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