**Event Title – After Action Report**

**What Went Well and Opportunities for Improvement (OFI)**

**What Went Well**

**Advanced Prep – Marketing/Promotion WWW**

* Examples: Website and promotions

**Event Operations**

* Examples: Roles/responsibilities, vendor management, volunteer management

**Opportunities for Improvement (OFIs)**

**Overall OFIs**

* Examples: Registration/ticketing, overall communication, catering, swag

**Event Ops**

* Examples: Set up early, list management, photography, vendor management, directional signage

**Marketing & Promotions OFI**

* Examples: ownership of website for updates, overall communication, RSVP page