

Post Event Wrap-up

AFTER THE FORUM, follow up with participants, both individually and collectively, and do so more than once to continue the dialogue.

Use e-mail, message boards, or Facebook to further that communication. The follow up can include a request for action (like a letter or petition), sending out new data/statistics, announcing upcoming events, etc.

Be sure that you follow through on any requests made by participants during the forum. Respond to any other questions that may follow promptly and courteously.

Let everyone who contributed to the forum's success know how much you value their input and hard work. Send them a letter or e-mail message expressing your thanks.

Write to the speakers to thank them for their time and include payment for their services, expenses, etc., as appropriate. Remember that the participant's satisfaction, or lack of, is largely in their hands, so they deserve to know the feedback you received. If you have used evaluation forms, pass on quotes to the speakers who may find them useful to use on other occasions.

You should follow up on any outstanding components of your agreement with your sponsors or exhibitors immediately after your event.