



NATIONAL CAREER DEVELOPMENT WEEK

"Get excited, get involved and get results!"

Get the life you Love!

FACTSHEET 9

Wrap up and evaluation

Resources – see:

- Sample Thank You Letter
- Sample Evaluation Tool

Ok, it's all over but it's not yet time to relax and put your feet up.

Saying Thank-you

You should make it a priority to write and send thank-you letters to sponsors, speakers, invited guests, venue hosts, local media, other community organisations, your participants, etc. You will be exhausted after your event and although it is tempting to have a little break, do not delay with this task.

Include any pleasant anecdotes from the day or positive comments that you received and possibly photographs or copies of articles from the media. See sample Thank You letter in Templates.

Evaluation

So, you've done all the hard work. ... has it paid off? An evaluation is a great way to see if your event was a hit. It will tell you what was successful and which areas need improvement. It will also help you organise future events.

Don't forget that if you have desired outcomes or Key Performance Indicators (KPIs) to keep these in mind when designing your Evaluation Form.

Get the committee and volunteers to talk about what went right or wrong, what worked/ didn't work, was successful/ not successful. Consider and record any suggestions for future events you may run. It's great if people have taken notes during the day, but often this is not possible. You may prompt your thoughts by running through the logistics or responsibilities for example – how suitable was your venue?

Did the right audience attend? Was the guest speaker suitable? Was the type of event suitable? Was the event bigger or smaller than expected? What lessons did you learn from having the media there? What could you do better?

 *NCDW Tip: If using different Evaluation Forums for different participants (for example: students and employers), print them on different coloured paper for easy recognition when distributing and sorting.*

Everyone views things differently, so it's very important to seek feedback from sponsors, guest speakers, celebrities and other people who attended. You may be surprised with the feedback – both positive and negative, but all will help you to get a better understanding of how good your event really was, and will enable you to run better events in future.

Remember that unless people have organised events themselves, they may not be aware of some of the challenges that you have faced. Don't be discouraged if some of the negative feedback was absolutely and totally beyond your control.

Some evaluation tools can be used during an event and some can be used after the event has occurred. Either way, it's a good idea to familiarise yourself with your evaluation tools before your event begins.

See the sample Evaluation Tools in Templates. Templates are also available on the website www.ncdw.com.au (OR www.aussiecareerweek.com)

One Last Thing - we thank you

The success of *National Career Development Week* depends on people like you. Your involvement and hard work make it happen, and thousands of people benefit from your efforts.

We hope you find this kit has provided you with inspiration for *National Career Development Week* and we welcome your feedback at contact_team@ncdw.com.au or see website www.ncdw.com.au to send your event stories and pictures.