



PRESENTS

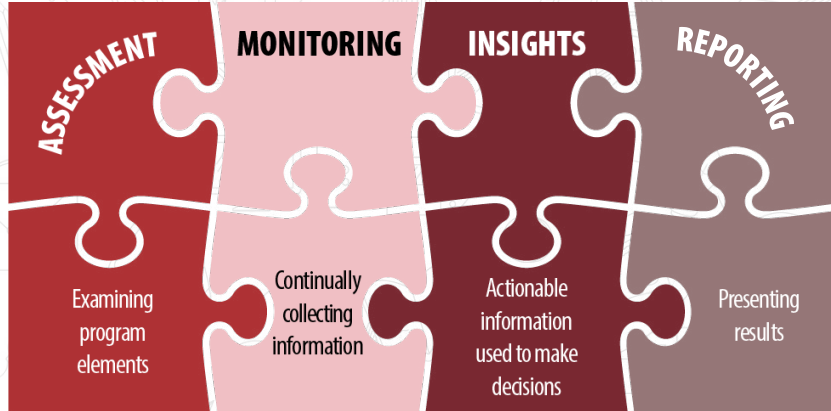
# LUNCH & LEARN

2024 MAKE IT HAPPEN SERIES

## INSIGHTS AND DATA COLLECTION

Evaluation IS Evolution

### THE EVALUATION PROCESS



#### BEFORE THE EVENT

#### DURING THE EVENT

#### AFTER THE EVENT

MEETINGS | TIMELINE | OUTLINE

COLLECTION | OBSERVATION | ASSESSMENT

RESULTS ANALYSIS | REPORTS | PRESENTATION

#### What is Success?

Client Success

Activation Goals

Ideal Outcomes

Personal Success

#### Types of Evaluation

Formative

Procedural

Outcome

Impact

Summative

#### Analysis, Insights, & Reports

Actionable Feedback

Post-Event Evaluations

Evaluation Analysis

Report Creation

Report Presentation

#### INSIGHTS



Outliers

Changes

Trends

Improvements

Relevance

Entertainment

Usefulness

#### REPORTS



Sales

Marketing

Financial

Informational

Operational

Progress

Strategic



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Contact us at [Rusty@CustomED.org](mailto:Rusty@CustomED.org)

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