the uncommon conference programme post-mortem

Here's a list of what we'd suggest you consider when conducting a post-mortem of your conference programme. Simply tick off as each is reviewed!

(PS - The proceeding questions are best asked of your participants, by speaking directly with them at the conference whilst they are experiencing the "moment" as well as in the post-event survey)

headlines

- What were the goals of the conference?
- Overall: Hit or Miss? Why?
- Grade (1 = disaster; 10 = perfection) Why?

- What worked well?
- What didn't work well?
- What do we need to do more of?
- What do we need to do less of?
- What needs improvement?
- What should we try next time?

programme and content post-mortem checklist

planning

- Were the requirements and expectations of the conference clear?
- Did the planning phase start early enough? When would be the ideal time?
- Were deadlines and key milestones hit? Why or why not?

programme

- What was the overall feedback on the programme?
- Was the programme's theme and objective clear to participants?
- Did the content of the conference meet the needs of all participants?
- Which sessions or topics were deemed the most interesting to participants?
- What were the "hot issues" at the conference, based on Q&A / conversations with participants?
- What subjects/issues weren't covered that should have been?

- How could the content of the programme be improved?
- How could the networking opportunities/social components be improved?
- Was there adequate audience participation? What else would engage them more?
- Did attendees mention they had a clear mind on what their next steps were, post the event?

presenters

- Who wasn't a part of the programme that should have been involved? How do we get them?
- Was there anyone that should definitely be involved again?
- Was there anyone that should not be invited again?
- Did the presenters represent a true cross section?
- Was any facilitator used fit for purpose, and did they deliver value-add?
- Did any vendors associated with the programme deliver their session appropriately?

content/formats

- Were any new conference formats/experiences trialled, and did they work?
- What new conference formats/experiences should be considered for the next event?
- Were any new networking/social components trialled, and did they work?
- What new networking/social components should be considered for the next event?
- Are there any sessions that were extremely popular that should be expanded upon next time?
- Were any add-on events well received? What new add-ons should be considered next time?

and finally…

- Did we deliver what was promised and keep to time? If not, how do we improve?
- Were there surprises – either good or bad? What were they?
- Were there any bottlenecks? How do we remove them next time?