



Marketing Event/Demo Recap

Recap Prepared By:		Date Prepared:	
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Location & Date/Time:	
Time of Event/ Demo:	Travel – Set up Sampling Time Breakdown-Travel Total Hours
Name of person requesting Event/ Demo:	
Staff Present at Event/ Demo:	
Estimated Event Attendance:	

Event/Demo Summary & Background:

1. Describe the purpose of the event:

2. What product was sampled?

- a. What size were the samples?
- b. How much product did you bring for the event/demo?
- c. How much product was left over at the end of the event/demo?
- d. How many coupons were distributed for this event/demo?

Type of Coupon:

Quantity:

Type of Coupon:

Quantity:



3. How was the general perception of the product being served? Did customers/brand partners enjoy the product?

4. Were other vendors/companies present sampling their products?

5. Did you have everything you needed for supplies/products for this event/demo? If not please list everything that was missing.

6. Were there any elements that prevented you from having a successful event/demo? (ex: weather, location, onsite contacts)?

7. Please describe a brief summary of how the event/demo went from set up to clean up.

8. Was there any media present? If so, who? (Radio Stations, Television, Newspaper)



9. Event Recommendations:

Your recommendations can be positive observations or areas for improvement. Would you recommend doing this event/demo again next year? If not, why?

For Office Use Only:

1. Have we done this event before?

2. How did this event/demo compare to the ones in the past?

3. Based on feedback from our crew on site/employees that worked this demo do you think it is important for our company to attend the event/demo in the future? Why?

[Submit Recap](#)

After clicking on "Submit"- please include the name of the event in the subject area of email.