Event Marketing Performance Monitoring Template

1. Event Overview

Event Name

Enter event name

Event Date

Location

Enter location

Objective

Specify event objectives

2. Key Metrics

Metric	Target	Actual	Notes
Registrations			
Attendance Rate			
Leads Generated			
Revenue			

3. Marketing Channels

Channel	Budget	Spent	Reach	Engagement	Leads	Notes
Email						
Social Media						
Ads						
Other						

4. Post-Event Insights

What's Working?

Areas for Improvement

5. Next Steps

Outline follow-up actions, learnings, and recommendations