

## Do You Need An Event Audit?

If you answer yes to any of the following questions, you should consider an Event Audit:

1. Have you been running an event for several years and question if it still delivers on your stated objectives?
2. Are you an organization that does not currently have a signature event but you think you should have one?
3. Are your key stakeholders / staff growing weary of an existing event?
4. Has the fundraising and / or attendance for your event reached a plateau or started to decline?
5. Has your organization inherited a third party event that you fear you cannot handle?
6. Has your organization gone through a change in direction or leadership making you question if your event still works?
7. Is your audience changing and your event hasn't changed with it?
8. Has the landscape around your event changed such that your event has been compromised?
9. Have you lost a key asset – i.e. celebrity – that used to make your event successful?
10. Despite pressure to host an event, do you have a sense that this is not the most effective way to achieve your organization's objectives?