

Marketing Postmortem Form

The purpose of this Marketing Postmortem Form is to assess and analyze the effectiveness of marketing events. By gathering comprehensive data, we can better understand the outcomes, identify areas for improvement, and refine our strategies for future events.

Event Details

Event Name: _____ Event Date: _____ Select Category: _____

Responsibility and Attendance

Responsibility: [_____] (*Position responsible for the event*)

Number of Reservations: [_____] Number Attended: [_____]

New Patients

NP Scheduled: [_____] NP Completed: [_____]

ROF Scheduled: [_____] ROF Completed: [_____] Sign Ups: [_____]

Financial Overview

Event Cost: [_____] Lead Value (*Total*): [_____] ROI (*Lead Value - Event Cost*): [_____]

Overall Assessment

What Went Well

Suggestions for Next Time