

CHAPTER 12  
CLOSE-DOWN, EVALUATION  
AND LEGACIES

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA. Third edition. 978-1-4080-2075-3. ISBN © 2010 Cengage Learning EMEA

SOUTH-WESTERN  
CENGAGE Learning

---

---

---

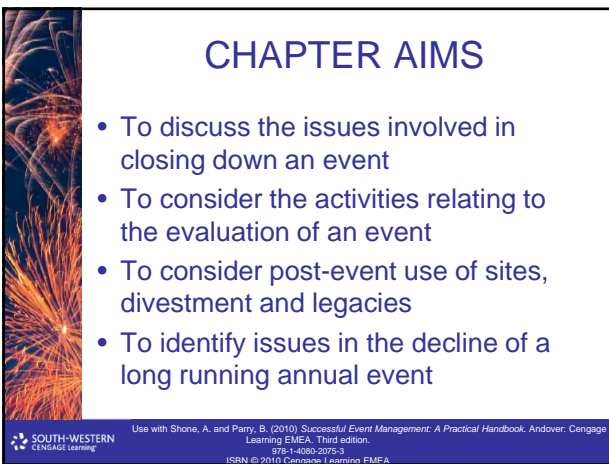
---

---

---

---

---



CHAPTER AIMS

- To discuss the issues involved in closing down an event
- To consider the activities relating to the evaluation of an event
- To consider post-event use of sites, divestment and legacies
- To identify issues in the decline of a long running annual event

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA. Third edition. 978-1-4080-2075-3. ISBN © 2010 Cengage Learning EMEA

SOUTH-WESTERN  
CENGAGE Learning

---

---

---

---

---

---

---

---

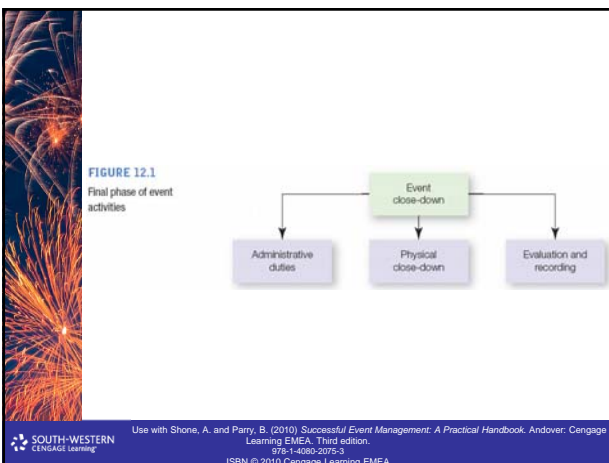


FIGURE 12.1  
Final phase of event activities

```
graph TD; A[Event close-down] --> B[Administrative duties]; A --> C[Physical close-down]; A --> D[Evaluation and recording];
```

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA. Third edition. 978-1-4080-2075-3. ISBN © 2010 Cengage Learning EMEA

SOUTH-WESTERN  
CENGAGE Learning

---

---

---

---

---

---

---

---

**CASE STUDY 32 Clearing up: World Golf Championships**

Event finishes Public leaves Clean up	Cleaning begins	Litter picking, bagging, washing up (or removal), deal with laundry and linen, move items to a central collection point
	Clear down small items	Stocking and boxing up of consumables and small items, loading of transport for small items (they include removal of rubbish)
	'Shut-out' equipment and furniture	Technicians, caterers and media crews to remove their equipment etc.
	Cleaning and waste disposal	Collection of solid waste Recycling collection Emptying of bins
	Removal of utilities	Stripping out of telecoms, electricity / gas (not at the same time), removal of temporary water supplies, temporary sewage, generators, etc.
	Removal of structures	Removal of rope-work and crowd barriers, removal of large items, tents, Portacabins, mobile refrigeration units, etc.
	Handover and site restoration	Removal of final waste skips, wash down, check course for damage, green-keepers begin work on areas damaged by heavy use and wear and tear from public trampling

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---

---

---

---

---

**FIGURE 12.2 Event history contact record form**

Name of contact _____	Name of organisation _____
Address _____	Phone number _____
email _____	Mobile _____
	Date made _____ / _____ / _____

Type of activity  
Exhibition stand / stall / concession / entertainment / catering / retail / information / event support / emergency service / other specify: \_\_\_\_\_

Space required  
Length \_\_\_\_\_ m Width \_\_\_\_\_ m Height \_\_\_\_\_ m

Power required  
Type \_\_\_\_\_ voltage Number of sockets \_\_\_\_\_ m

Stall scheme  
Name of information board \_\_\_\_\_  
Stall required: yes  no

Furniture: Chairs \_\_\_\_\_ m Tables \_\_\_\_\_ size Other \_\_\_\_\_ m  
Linen: Tablecloths \_\_\_\_\_ size Colour \_\_\_\_\_

Notes, history, remarks and special requirements  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---

---

---

---

---

**FIGURE 12.3 Types of information for evaluation of events**

QUANTITATIVE INFORMATION	QUALITATIVE INFORMATION
Visitor and participant data, sales	Visitor perceptions
Target market – visitor profiles	Questionnaires returned, exit surveys
Attendance statistics, market target information	Recorded (structured) chats or interviews
Financial reports and accounts	Staff and volunteer feedback
Financial balance sheet	Management notes and commentary
Economic impact analysis	Social impact analysis
General statistical information	Social benefits balance sheet

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---

---

---

---

---

## Exercise

In your groups design a customer satisfaction questionnaire for post event evaluation.

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

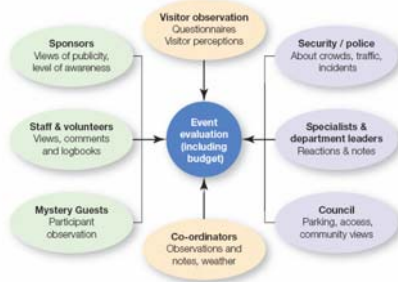
---

---

---

---

FIGURE 12.4 Sources of information for evaluation



Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---

FIGURE 12.5 Visitor Satisfaction at the Middleburg Music festival

### VISITOR SATISFACTION ANALYSIS

Problems identified from structured interviews and post event questionnaires returned.

Total attendance this year: 6400 visitors

Most frequently stated problems: (sample of 138 responses)

Parking (exit congestion)	48%
Parking (general congestion)	27%
Catering	26%
Seating too far away from the stage	10%
Printed programme poor quality	7%
Not enough for kids to do	4%

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition. 978-1-4080-2075-3 ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---



**FIGURE 12.6** Mystery Guest Report (Extract)

**QUESTION 2**

Were access and parking arrangements adequate?

*No, I found a great deal of difficulty getting out of the car park. Firstly, there was a huge queue as the car park was not properly marked out, so cars were not flowing in the right direction but crossing over each other before they could get to the exit. The exit was hard to see out of because of overgrown bushes on the roadside and it was amazing there were no accidents because of the speed of people coming down the main road and then being surprised by festival visitors trying to pull out of the car park.*

SOUTH-WESTERN  
CENGAGE Learning

Use with Shone, A. and Parry, B. (2010) *Successful Event Management: A Practical Handbook*. Andover: Cengage Learning EMEA, Third edition.  
978-1-4080-2075-3  
ISBN © 2010 Cengage Learning EMEA

---

---

---

---

---

---

---

---