78 FSS AFTER ACTION REPORT

Prepared By: Title:

Email: Telephone:

Event/Program Information

Name of Program/Event:

Location: Date/Time:

Number in Attendance: Was attendance higher or lower than anticipated:

Demographic Info: % Active Duty: % AD Dependents: % Civilians: % Retirees:

Contributing Attendance Factors? (weather, advertising, food and beverage, location, etc.)

Was this a new program: If no, how frequent is this event?

Would you recommend this program/event? If no, please provide details:

Expenses: (Budget Breakdown Below)				Revenue: (Budget Breakdown Below)			
Cost of Goods:		Supplies:		Program:		Grant:	
Salaries:		Awards/Prizes:		Resale (F&B):		Other/Misc:	
Entertainment:		Contractual:		Resale (Other):		**Net Income:**	
Advertising:		Other/Misc:		Sponsorship:			

Lessons Learned: What can be done to improve the event? (advertising, food and beverage, location, etc.).

Additional Thoughts/Best Practices:

Supporting Event Documentation: Attach photos, press clippings, publicity, commercial sponsorship documents, agreements, etc.