

Post-Event Report Template

The standard structure for capturing what an event delivered — attendance, room blocks, food & beverage, function space, exhibits, sustainability, accessibility, and AI-enabled outcomes.

2026 EDITION • ALIGNED TO CMP INTERNATIONAL STANDARDS

CONTENTS

Section A • Event Information	<i>Identity, attendance, recurring history</i>
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Section K • Accessibility & Inclusion Outcomes

New 2026 — beyond compliance

Section L • Cybersecurity & Data Incident Protocol

New 2026

Section M • AI-Enabled Service Outcomes

New 2026

Appendix • Post-Event Report FAQ

Why and when to complete this

Approved by the Convention Industry Council, October 30, 2003 · Updated August 10, 2005 · 2026 Edition modernized for sustainability, accessibility, cybersecurity, and AI-enabled service outcomes

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INSTRUCTIONS FOR USE

Post-Event Reporting

A Post-Event Report (PER) captures definitive metrics from a completed event so future planners and venues can make informed decisions. Required (*) fields must be completed; non-applicable fields may be marked "NA". Data should be supplied by the entity with primary responsibility for that area (e.g., F&B by the venue, not the planner).

ORIGINAL 2003 / 2005 INSTRUCTIONS FOR USE (PRESERVED VERBATIM)

1. A report of the details and activities of an event is called a "Post-Event Report" or PER. A collection of PERs over time will provide the complete history for an event.
2. A face-to-face post-event meeting should be scheduled between the primary event organizer (the main planning contact person) and each venue and facility involved in an event. That meeting should occur immediately following the end of the event and should focus on an evaluation of the success of the event as well as the completion of the Post-Event Report.
3. The report shall be completed by the primary event organizer of an event and filed with each venue and facility that was used for the event. Detailed recommendations for this process are included in the "Suggested Uses" section of the APEX Post-Event Report template.
4. The most recent PER for an event should accompany any request for proposals (RFP) sent to solicit proposals for future occurrences of that event.
5. In regard to the actual APEX Post-Event Report:
 - a. Some information in the APEX PER is required. Information must be included in these sections for the report to be considered complete. These items are designated within the template. While all items are not required, the more that are completed, the more valuable this report will be to the event organizer in the future.
 - b. All sections and items will not apply to every event. If a section or item does not apply, it should be left blank.
 - c. The APEX PER should be completed for events of all sizes, especially for those of 25 rooms on peak night and larger.
 - d. It is recommended that the primary event organizer for an event, in partnership with the event's suppliers, complete all applicable sections of the report within 60 days of the end of that event.
 - e. Once complete, the primary event organizer should file a copy of the report with each entity, venue or facility that was used for the event (i.e., Convention & Visitors Bureau, Hotel, Conference Center, etc.). The event organizer should also file the report internally for future reference.
 - f. The "Comments" field in each section should be used for any information from the organizer, venue, facility, etc. that does not fit into one of the pre-established fields, but that provides insight or valuable information regarding the event.
6. There will be various stages in the evolution of the industry's Post-Event Report and the processes used to complete it. The Convention Industry Council (now Events Industry Council) will remain actively involved in this evolution and will provide resources as needed:
 - a. **Stage I** — The form will be available as a word processing file that will be completed manually and will be filed by planners and suppliers in electronic and/or hard copy form.
 - b. **Stage II** — As industry-related software is updated and new software is developed, programmers will ensure that the APEX data map is referenced so that all data fields are defined correctly and are able to efficiently capture, store, and share historical information. This will allow for more automated completion of the report.
 - c. **Stage III** — When the industry determines that a central event history database is to be developed, this report and the resulting data map will be the basis for the information collected by and stored in this database. At that time, EIC will convene a special APEX panel to address the best practices and processes for the use of such a database.

7. Members of the meetings, conventions and exhibitions industry are permitted to copy and/or reproduce the template, as permitted by applicable copyright law, provided such use is for member services and educational purposes and not for commercial advantage or financial gain. All copies must include the copyright notice "Copyright © 2003 by Convention Industry Council", the date the information was copied, and a reference line: "Refer to the on-line version of this report, located at www.eventscouncil.org for the most up-to-date content."
8. The Events Industry Council annually convenes a special committee of professionals from across the meetings, conventions, and exhibitions industry to review all recommendations to the contents of the APEX Post-Event Report received in the preceding year. The committee consults, confirms changes are required, and makes a formal recommendation to EIC for action.
9. The APEX Technology Advisory Council (TAC) defines the data specifications that correspond to the fields the APEX Post-Event Report intends to capture and share. Those specifications are included in the APEX Data Map.

2026 EDITION — ADDITIONAL GUIDANCE — The 2026 Edition preserves the 2003/2005 instructions verbatim and adds the following: (a) complete within 30 days of event close (was 60 days) given improved digital capture; (b) required fields with no applicable data should be marked "NA"; (c) Sections J–M (Sustainability, Accessibility, Cybersecurity, AI Services) are new — complete where data was captured to support EIC's annual industry-maturity benchmark; (d) distribute via the channels logged in Section I to all stakeholders within 14 days of completion.

A EVENT INFORMATION

STRATEGIC PLANNING

Establish the fundamental identity of the event, its facility, and its attendance figures. All counts are post-event actuals unless otherwise noted.

EVENT NAME *

EVENT ORGANIZER / HOST *

EVENT LOCATION CITY *

STATE / PROVINCE *

COUNTRY *

PUBLISHED EVENT START DATE *

PUBLISHED EVENT END DATE *

EVENT ORGANIZER / HOST OVERVIEW

EVENT OBJECTIVES

EVENT WEB ADDRESS

EVENT TYPE

- | | | |
|---|---|---|
| ☐ Board Meeting | ☐ City-Wide Convention | ☐ Committee Meeting |
| ☐ Customer Event | ☐ Educational Meeting | ☐ General Business Meeting |
| ☐ Incentive Travel | ☐ Local Employee Gathering | ☐ Product Launch |
| ☐ Public Show | ☐ Sales Meeting | ☐ Shareholders Meeting |
| ☐ Special Event | ☐ Team-Building Event | ☐ Trade Show |
| ☐ Training Meeting | ☐ Video Conference | ☐ Other: |

2026 ADDITION — also select if applicable:

- ☐ Hybrid Event ☐ Virtual / Online-Only Event

EVENT FREQUENCY

- | | | |
|--|------------------------------------|----------------------------------|
| ☐ One Time Only | ☐ Bi-Annual | ☐ Annual |
| ☐ Semi-Annual | ☐ Quarterly | ☐ Monthly |
| ☐ Other: | | |

PRIMARY EVENT FACILITY NAME (THE FACILITY WHERE MOST OF THE FUNCTIONS FOR THE EVENT WERE HELD) *

PRIMARY EVENT FACILITY TYPE *

- ☐ Convention Center
- ☐ Hotel
- ☐ Conference Center
- ☐ Other Venue

2026 ADDITION — also select if applicable:

☐ Resort

☐ Unique / Non-Traditional Venue

☐ Virtual Platform

WAS AN OFF-SITE VENUE USED?

- ☐ Yes
- ☐ No

DID EVENT USE A DMC / PCO?

- ☐ Yes
- ☐ No

WAS SHUTTLE SERVICE PROVIDED?

- ☐ Yes
- ☐ No

DID EVENT OFFER GUEST TOURS / PROGRAMS?

- ☐ Yes
- ☐ No

ATTENDANCE FIGURES

ORIGINAL EXPECTED ATTENDANCE

TOTAL ON-SITE REGISTRATIONS

NUMBER OF EXHIBITORS ATTENDING

NUMBER OF DOMESTIC ATTENDEES

NUMBER OF INTERNATIONAL ATTENDEES

TOTAL PRE-REGISTERED ATTENDANCE

NO-SHOWS

ACTUAL ATTENDANCE (INCL. EXHIBITORS) *

% OF DOMESTIC ATTENDEES

% OF INTERNATIONAL ATTENDEES

Auto-calculate vs. Actual Attendance

Auto-calculate vs. Actual Attendance

RECURRING EVENT — LAST CYCLE

LAST START DATE

LAST END DATE

LAST PRIMARY EVENT FACILITY NAME

LAST EVENT CITY

LAST STATE / PROVINCE

LAST COUNTRY

EVENT INFORMATION COMMENTS

B CONTACT INFORMATION

STAKEHOLDER MANAGEMENT

Capture each key stakeholder. Repeat this section for every additional contact (planner, host, primary venue, exhibit manager, housing manager, etc.).

EVENT CONTACT TYPE *

- | | | |
|---|---|---|
| ☐ Employee of Event Organizer / Host | ☐ Employee of Event Management Company | ☐ Employee of Association Management Company |
| ☐ Exhibit Manager | ☐ Independent / Third Party | ☐ Other: |

EVENT CONTACT ROLE (CHECK ALL THAT APPLY) *

- | | | |
|--|---------------------------------------|--|
| ☐ Volunteer | ☐ Staff | ☐ Event Organizer (Planner) |
| ☐ Informational Contact | ☐ Other: | |

PREFIX

GIVEN NAME *

MIDDLE NAME

SURNAME PREFIX

SURNAME *

SUFFIX

NAME TITLE

PREFERRED NAME

JOB TITLE *

EMPLOYER *

MAILING ADDRESS LINE 1 *

MAILING ADDRESS LINE 2

CITY *

STATE / PROVINCE *

POSTAL / ZIP CODE *

COUNTRY *

PHONE *

MOBILE PHONE

FAX

EMAIL

WEB ADDRESS

Repeat this entire section for each additional contact.

Top-line sleeping room data across all properties used. Per-hotel detail belongs in Section D.

DID EVENT UTILIZE SLEEPING ROOMS? *

☐ Yes ☐ No

NUMBER OF HOTELS USED

TOTAL ROOMS USED ON PEAK NIGHT

Required if Yes above

Required if Yes above

BY WHOM WERE HOUSING SERVICES PERFORMED?

- ☐ Event Organizer / Host
- ☐ Management Firm — Management Firm's Name:
- ☐ Housing Bureau — Housing Bureau's Name:
- ☐ Convention & Visitors Bureau
- ☐ Attendees Direct to Hotels
- ☐ Other:

HOTEL ROOM COMMENTS

HOTEL NAME *

HEADQUARTERS HOTEL?

☐ Yes ☐ No

- ☐ Airport

☐ Suburban

☐ Downtown

☐ Other:

☐ Resort

NO. OF SINGLE OCCUPIED ROOMS
USED

1 bed / 1 person OR 1 bed / 2 people

NO. OF DOUBLE OCCUPIED
ROOMS USED

2 beds / 2 people

NO. OF SUITES USED

NO. COMPLIMENTARY ROOMS
USED

NO. STAFF ROOMS USED

NO. OF SUB-BLOCKS

ROOM BLOCK CONTRACTED DATE

FINAL ROOM BLOCK DATE

CUT-OFF DATE *

WAS CUT-OFF DATE EXERCISED? *

PICK-UP AT CUT-OFF DATE

☐ Yes ☐ No

[illegible]

METRIC	DA Y 1	DA Y 2	DA Y 3	DA Y 4	DA Y 5	DA Y 6	DA Y 7	DA Y 8	DA Y 9	DA Y 10	DA Y 11	DA Y 12	DA Y 13	DA Y 14	AD D'L
REQUESTED OVERSELL %															
ACTUAL OVERSELL %	Manual Calculation: [(Maximum Pick-up MINUS Actual Pick-up) DIVIDED BY Maximum Pick-up] MULTIPLIED BY 100 = __%														
SLIPPAGE FROM 21-DAY PICK-UP	Auto-calc: "21 day pick-up" MINUS "Actual pick-up" = __%														
% SOLD (OF CONTRACTED BLOCK)	Auto-calc: "Actual pick-up" DIVIDED BY "Room Block when contracted" MULTIPLIED BY 100 = __%														
% SOLD (OF FINAL BLOCK)	Auto-calc: "Actual pick-up" DIVIDED BY "Final Block" MULTIPLIED BY 100 = __%														
% TO PEAK *	Auto-calc: "Actual pick-up" DIVIDED BY the peak night pick-up MULTIPLIED BY 100 = __%														

ROOM BLOCK COMMENTS

Repeat this entire Section D for each additional hotel.

WERE F&B FUNCTIONS INCLUDED AS PART OF THE EVENT? *

ATTENDANCE AT LARGEST F&B FUNCTION

☐ Break / Continental ☐ Breakfast ☐ Lunch

☐ Reception ☐ Dinner ☐ Other:

☐ Break / Continental ☐ Breakfast ☐ Lunch

☐ Reception ☐ Dinner ☐ Other:

[illegible]

FUNCTION	DA Y 1	DA Y 2	DA Y 3	DA Y 4	DA Y 5	DA Y 6	DA Y 7	DA Y 8	DA Y 9	DA Y 10	DA Y 11	DA Y 12	DA Y 13	DA Y 14	AD D'L
DINNER — HELD															
DINNER — GUARANTEED															
DINNER — FED															

DID THE EVENT HAVE IN CONJUNCTION WITH (ICW) F&B FUNCTIONS?

☐ Yes ☐ No

ICW F&B FUNCTION SCHEDULE

ICW FUNCTION	DA Y 1	DA Y 2	DA Y 3	DA Y 4	DA Y 5	DA Y 6	DA Y 7	DA Y 8	DA Y 9	DA Y 10	DA Y 11	DA Y 12	DA Y 13	DA Y 14	AD D'L
ICW BREAKFAST — HELD															
ICW BREAKFAST — GUAR.															
ICW BREAKFAST — FED															
ICW LUNCH — HELD															
ICW LUNCH — GUAR.															
ICW LUNCH — FED															
ICW RECEPTION — HELD															
ICW RECEPTION — GUAR.															
ICW RECEPTION — FED															
ICW DINNER — HELD															
ICW DINNER — GUAR.															
ICW DINNER — FED															

F&B COMMENTS

Total function-space utilization across general sessions, breakouts, registration, lounges, offices, and tabletop exhibits.

DID EVENT REQUIRE FUNCTION SPACE? *

☐ Yes ☐ No

ATTENDANCE AT LARGEST FUNCTION *

LARGEST FUNCTION SPACE ON 24-HOUR HOLD?

☐ Yes ☐ No

ROOM SETUP FOR LARGEST FUNCTION *

- | | | |
|---|--|--|
| ☐ Theatre | ☐ Conference Style Set-up | ☐ U-Shaped Set-up |
| ☐ Classroom Set-up | ☐ Hollow Square / Rectangle | ☐ Rounds for 8 |
| ☐ Rounds for 10 | ☐ Other: _____ | |

AV SETUP FOR LARGEST FUNCTION

- | | | |
|---|--|-------------------------------|
| ☐ Front projection | ☐ Rear projection | ☐ None |
| ☐ Other: _____ | | |

2026 ADDITION — also indicate production tier if applicable:

- | | |
|--|--|
| ☐ Basic (mic, screen, projection) | ☐ Full production (LED walls, multi-cam, comms) |
| ☐ Hybrid / streaming-equipped | |

FACILITY TYPE(S) USED FOR FUNCTIONS (CHECK ALL THAT APPLY) *

- | | | |
|---------------------------------------|--|--|
| ☐ Hotel | ☐ Convention Center | ☐ Conference Center |
| ☐ Other: _____ | | |

2026 ADDITION — also select if applicable:

- | | | |
|---------------------------------|---|---|
| ☐ Resort | ☐ Unique / Non-Traditional Venue | ☐ Virtual Platform |
|---------------------------------|---|---|

EXTENSIVE AV / TECH REQUIREMENTS?

☐ Yes ☐ No

NUMBER OF ROOMS WITH EXTENSIVE AV / TECH

TOTAL CONCURRENT BREAKOUT SESSIONS

LARGEST DAILY TOTAL OF CONCURRENT BREAKOUTS

*

NUMBER OF SEATS CONCURRENT BREAKOUTS WERE SET FOR

TYPICAL ROOM SETUP FOR CONCURRENT BREAKOUT SESSIONS

- ☐ Theatre
- ☐ Classroom Setup
- ☐ Rounds for 10
- ☐ Conference Style Setup
- ☐ Hollow Square / Rectangle
- ☐ Other:
- ☐ U-Shaped Setup
- ☐ Rounds for 8

ANCILLARY SPACES

PRE-FUNCTION SPACE REQUIRED?

- ☐ Yes
- ☐ No

REGISTRATION AREA(S) REQUIRED?

- ☐ Yes
- ☐ No

OF REGISTRATION AREAS

LOUNGE(S) REQUIRED?

- ☐ Yes
- ☐ No

OF LOUNGES

OFFICE SPACE REQUIRED?

- ☐ Yes
- ☐ No

OF OFFICES

TABLETOP EXHIBIT SPACE REQUIRED?

- ☐ Yes
- ☐ No

OF TABLETOP EXHIBITS

FUNCTION SPACE UTILITIES REQUIRED (MULTI-SELECT)

- ☐ Electricity
- ☐ Natural Gas
- ☐ Ethernet
- ☐ Water
- ☐ Analog Phone
- ☐ Other:
- ☐ Compressed Air
- ☐ Single-Line Phone Set

2026 MODERNIZATION — ISDN Lines and T-1 Lines have been removed from this list as legacy connectivity. For modern equivalents (Wi-Fi capacity, fiber, dedicated bandwidth) use the Comments field below or Section M.

MOVE-IN / TEAR-DOWN

MOVE-IN / OUT TIME REQUIRED?

- ☐ Yes
- ☐ No

NUMBER OF MOVE-IN DAYS

NUMBER OF MOVE-OUT DAYS

TEAR-DOWN TIME REQUIRED?

- ☐ Yes
- ☐ No

NUMBER OF TEAR-DOWN DAYS

FUNCTION SPACE COMMENTS

Exhibit floor utilization, exhibit categories, and supporting infrastructure.

DID EVENT REQUIRE EXHIBIT SPACE? *

☐ Yes ☐ No

FACILITY TYPE USED FOR EXHIBITS (CHECK ALL THAT APPLY) *

☐ Convention Center ☐ Hotel ☐ Conference Center
☐ Other Venue

2026 ADDITION — also select if applicable:

☐ Resort ☐ Unique / Non-Traditional Venue

NUMBER OF EXHIBITS**NUMBER OF EXHIBITING COMPANIES****TYPE OF EXHIBITS (CHECK ALL THAT APPLY) ***

☐ 8' x 10' ☐ 10' x 10' ☐ Table Tops
☐ Other:

2026 ADDITION — also indicate construction type if applicable:

☐ Pipe-and-Drape Booth ☐ Hard-Wall / Custom Booth ☐ Modular ☐ Portable

GROSS SQUARE FEET USED ***GROSS SQUARE METERS USED *****NET SQUARE FEET USED *****NET SQUARE METERS USED *****NUMBER OF MOVE-IN DAYS *****NUMBER OF MOVE-OUT DAYS *****NUMBER OF SHOW DAYS *****SHOW DAYS (E.G. M-W) *****SHOW HOURS****EXHIBIT UTILITIES REQUIRED (MULTI-SELECT)**

☐ Electricity ☐ Water ☐ Compressed Air
☐ Natural Gas ☐ Analog Phone ☐ Single-Line Phone Set
☐ Ethernet ☐ Other:

EXTENSIVE AV / TECH FOR EXHIBITORS?**# EXHIBITORS WITH EXTENSIVE AV / TECH**

☐ Yes ☐ No

WAS A GENERAL SERVICE CONTRACTOR (GSC) USED?

☐ Yes ☐ No

F&B REQUIRED FOR ANY EXHIBITORS?

☐ Yes ☐ No

EXHIBIT SPACE COMMENTS

NUMBER OF MOVE-IN DAYS FOR GSC

EXHIBITORS THAT REQUIRED F&B

H FUTURE EVENT DATES

STRATEGIC PLANNING

If the event recurs, capture the next confirmed cycle so venues and suppliers can hold space.

HAVE FUTURE DATES BEEN CONFIRMED? *

☐ Yes ☐ No

NEXT OPEN DATE FOR THIS EVENT

NEXT PUBLISHED START DATE

NEXT PUBLISHED END DATE

NEXT FACILITY

NEXT CITY

NEXT STATE / PROVINCE

NEXT COUNTRY

FUTURE DATES COMMENTS

I REPORT DISTRIBUTION TRACKING

PROJECT MANAGEMENT

Document who completed the report, when, and to whom it was distributed. Use the revision block at the bottom to record any post-distribution revisions.

REPORT COMPLETED ON *

COMPLETED BY — FULL NAME *

COMPLETED BY — TITLE *

COMPLETED BY — EMPLOYER *

DELIVERED VIA *

☐ Postal Mail ☐ Email ☐ Fax
☐ Other:

2026 ADDITION — also indicate if applicable:

☐ Hand Delivery / In Person ☐ Secure Portal Upload

DELIVERED ON *

RECIPIENTS

#	RECIPIENT NAME	TITLE	ORGANIZATION	EMAIL / ADDRESS
1				
2				
3				
4				
+	Add additional recipient rows as needed.			

REVISION TRACKING

REVISED ON	REVISED BY	DELIVERED VIA	DELIVERED ON	RECIPIENTS (RE-DISTRIBUTED)

J SUSTAINABILITY & CARBON IMPACT

SUSTAINABILITY & SOCIAL IMPACT

NEW IN 2026 EDITION — Aligned to the EIC Sustainable Event Standards. Capture only what was actually measured; mark "NA" where not applicable.

Captures measured sustainability outcomes. EIC uses these fields to benchmark industry maturity year over year.

CARBON FOOTPRINT ESTIMATE (TCO₂E)

CARBON MEASUREMENT METHODOLOGY USED

- ☐ EIC Sustainable Event Standards ☐ GHG Protocol — Scopes 1–3 ☐ Custom Methodology
☐ Not Measured

WASTE DIVERSION RATE (%)

F&B SOURCING — LOCAL / SEASONAL (%)

FOOD RESCUE / DONATION (LBS)

SINGLE-USE PLASTIC ELIMINATED?

- ☐ Yes ☐ No

SUSTAINABILITY CERTIFICATIONS ACHIEVED (MULTI-SELECT)

- ☐ EIC Sustainable Event Standards — Bronze ☐ EIC Sustainable Event Standards — Silver
☐ EIC Sustainable Event Standards — Gold ☐ EIC Sustainable Event Standards — Platinum
☐ ISO 20121 ☐ B-Corp
☐ Other:

SUSTAINABILITY COMMENTS

K ACCESSIBILITY & INCLUSION OUTCOMES

STAKEHOLDER MANAGEMENT

NEW IN 2026 EDITION — Beyond ADA / EU compliance: capture what was actually offered and used.

ADA / EU ACCOMMODATIONS REQUESTED (COUNT)

LIVE CAPTIONING PROVIDED?

- ☐ Yes ☐ No

SENSORY / QUIET ROOMS PROVIDED?

- ☐ Yes ☐ No

REAL-TIME TRANSLATION LANGUAGES (LIST)

DEI SCHOLARSHIPS / BURSARIES AWARDED (COUNT)

ACCESSIBILITY & INCLUSION COMMENTS

L CYBERSECURITY & DATA INCIDENT PROTOCOL

RISK MANAGEMENT

NEW IN 2026 EDITION — Captures information-security posture during the event, not just IT outages.

CYBERSECURITY INCIDENTS DURING EVENT (COUNT)

DATA INCIDENT REPORTED UNDER REGULATORY FRAMEWORK (GDPR / CCPA / ETC.)?

☐ Yes ☐ No

ATTENDEE PII BREACH EXPOSURE?

☐ Yes ☐ No

POST-EVENT SECURITY DEBRIEF HELD WITH VENUE?

☐ Yes ☐ No

CYBERSECURITY & DATA INCIDENT COMMENTS

M AI-ENABLED SERVICE OUTCOMES

TECHNOLOGY INTEGRATION

NEW IN 2026 EDITION — Tracks adoption of AI-enabled services: session summaries, on-demand publishing, transcripts, matchmaking.

AI SESSION SUMMARIES PUBLISHED?

☐ Yes ☐ No

AI-GENERATED TRANSCRIPTS PRODUCED?

☐ Yes ☐ No

AI MATCHMAKING / NETWORKING ENABLED?

☐ Yes ☐ No

SESSIONS PUBLISHED ON-DEMAND (COUNT)

ON-DEMAND VIEWS (90 DAYS)

AI SERVICES COMMENTS

APPENDIX

Post-Event Report FAQ

Why and when to complete a Post-Event Report — adapted from the original 2003 FAQ and refreshed for 2026.

What is a Post-Event Report?

A Post-Event Report (PER) is the definitive after-action record of an event — capturing attendance, room blocks, food & beverage, function space, exhibits, and (in the 2026 Edition) sustainability, accessibility, cybersecurity, and AI-service outcomes. It is the data layer planners and venues use to make informed decisions on the next cycle.

Why complete a report on a past event?

- **Bottom line** — A PER reconciles what was contracted vs. what was delivered. Pick-up shortfalls, attrition exposure, and overspend are visible only when measured.
- **Leverage business** — Strong, documented attendance and room-block performance gives the planner negotiating power on the next cycle's contract.
- **Decision tool** — Patterns surface only across multiple PERs: which formats draw, which day-parts hold attention, which destinations support international travel.
- **Leverage career** — Planners who can produce a clean PER and a forward-looking action list demonstrate strategic, not just tactical, capability.

When should the report be completed?

Within 30 days of event close. Any later and operational memory has decayed; venue and supplier teams have moved on; the document becomes guesswork rather than measurement.

Who owns each section?

- **Sections A–B, H–I** — Lead planner.
- **Sections C–D** — Housing bureau or property revenue manager.
- **Sections E–G** — Primary venue.
- **Section J** — Sustainability lead or designated event sustainability champion.
- **Section K** — Accessibility lead or DEI / inclusion partner.
- **Section L** — IT or security lead from the host organization, in partnership with venue security.
- **Section M** — AV partner or technology platform vendor.

How does the 2026 Edition differ from the 2003 / 2005 originals?

The original nine sections (A–I) are preserved field-for-field. The 2026 Edition adds four new sections — J Sustainability, K Accessibility, L Cybersecurity, M AI Services — and removes legacy connectivity references (ISDN, T-1) from the utilities lists. Required-field markings are unchanged.