



B.Com Honours

Semester II

Calicut University

Event Management

Course Code: COM2FM106 • Module 4 Notes

1. Event Close-down, Evaluation, and Legacies

The event does not end when the guests depart. The close-down phase is critical for dismantling equipment, settling accounts, evaluating performance, and understanding the long-term legacy of the event. This final module covers close-down operations, performance evaluation, information sources, and event legacies.

Event Close-down Operations

Close-down requires structured coordination to manage physical and financial assets:

- **Site Dismantling:** Deconstructing stages, visual props, and audio-visual setups safely.
- **Asset Return & Settlement:** Returning rented equipment (lighting, tables, sound systems) to prevent extra charges and settling outstanding vendor bills.
- **Contractual Debriefs:** Meeting with security, catering, and venue staff to confirm the completion of services.

Event Evaluation & Feedback Sources

Evaluating the event measures performance against initial objectives:

Evaluation Source	Methods & Tools	Key Metrics Analyzed
Guest Feedback	Surveys, digital feedback forms, QR codes, and social media comments.	Satisfaction rates, net promoter scores (NPS), and experience ratings.
Staff Debriefings	Post-event meetings with internal team and primary vendors.	Identifying operational bottlenecks, timing issues, and team efficiency.
Financial Audits	Reconciliation of budgets, expenditures, and revenues.	Return on Investment (ROI), cost deviations, and final profitability.

Event Legacies and Divestment

****Event Legacies**** are the long-term impacts left on host communities:

- **Economic Legacy:** Increased local tourism, local business growth, and future site investment.
- **Social/Cultural Legacy:** Community pride, skills development among local volunteers, and cultural preservation.
- **Physical/Environmental Legacy:** Brand-new infrastructure, sports arenas, or renovated public spaces (common in mega-events like the Commonwealth Games).

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