



## TOOLS FROM THE FIELD

# Event Debrief Template

Run the debrief while the signal is still fresh, before feedback scatters and follow-up gets fuzzy.

EVENT	DATE	OWNER	AUDIENCE
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**USE THIS WITHIN 48 HOURS** Capture what happened, what sales needs, and what to change before the next event.

**DEBRIEF**

### What we set out to do

Original goal, target accounts or audience, desired meetings, customer moments, and success measures.

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**DEBRIEF**

### What actually happened

Meetings, conversations, booth or activation feedback, partner activity, customer moments, and surprises.

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**DEBRIEF**

### Sales feedback

What sales heard, account signals, objections, hot follow-ups, stuck opportunities, and useful context.

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**DEBRIEF**

### What to do next

48-hour follow-up, nurture paths, account plays, customer thank-yous, executive follow-up, and owners.

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**DEBRIEF**

### What to change next time

Keep, change, stop, and try next. Capture the lesson while everyone still remembers what happened.

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**FINAL CALL**

### Repeat, rethink, or retire?

Be honest about whether this event deserves more investment next time.

Repeat it                       Rethink the approach

Retire it

**A useful gut check**  
If nobody owns the next step, the event is not over. It is just quietly losing value.