

Project Debrief Document Template

This is an example of a debrief document for a conference.

Create similar sections for each part of the project.

Pre-Conference

(potential topics: marketing, collateral preparation, booth design process, travel arrangements, team selection...)

What went well?

What can be improved for next time?

During the Conference

(potential topics: lead engagement and follow up documentation, collateral, booth logistics, team morale)

What went well?

What can be improved for next time?

After the Conference

(potential topics - depending on the timing of the meeting: lead follow up, post-conference logistics)

What went well?

What can be improved for next time?

Learnings and actions for next time

Resources

Include material and links for relevant resources that will be useful the next time you're planning a similar project.

- **Photos**
- **Competitor collateral**
- **Map of venue**
- **Information about logistics and vendors:** Hotel, restaurant, print vendor, booth design firm
- **Links to marketing material:** ad campaign creatives, marketing emails, landing pages, blog posts
- **Budget - planned and actual**
- ...

[Raw feedback]

[Survey answers]