

VISITING LECTURES COMMITTEE  
EVENT EVALUATION

Sponsoring Organization: \_\_\_\_\_

Lecturer: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Topic: \_\_\_\_\_

Location: \_\_\_\_\_ Attendance: \_\_\_\_\_

Total cost of program: \_\_\_\_\_ VLC allocation: \_\_\_\_\_

If the total cost exceeded the VLC allocation, please attach a complete breakdown of the budget. Be sure to identify all funding sources and the actual dollar amount committed toward your event.

Targeted audience: \_\_\_\_\_

How was the event promoted (please attach a copy of each promotional advertisement):

- |                   |                              |
|-------------------|------------------------------|
| _____ Courier ads | _____ Flyers                 |
| _____ Posters     | _____ News releases          |
| _____ Radio ads   | _____ Other (Please specify) |
|                   | _____                        |
|                   | _____                        |

Success factors of the event (what worked well):

Suggested improvements (what didn't work so well):

Please return the completed evaluation and any additional materials (promotion, articles, etc.) to the attention of the Visiting Lectures Committee in the Office of Student Activities within 10 working days following the event. If you have any questions, contact Diane Kornegay at 298-3232.