

How to write the event report

To document the success of your event, it is important to write an event report. This report will include information about your organisation, your activities and any outcomes.

Gathering data

Before you start writing your report, it is important to gather data to measure the impact of your event. There are a number of indicators which can help you measure the impact of your event. This can include:

- The number of attendees and the type of event(s) conducted (i.e. training, testing, patient information session, exercise event etc.).
- The number of spirometry tests completed and scores at lung function testing events.
- A review of any media coverage, press and social media activity.

The data you collect should help you evaluate whether your original goals have been achieved.

Writing the Report

Your report should offer a complete overview of your event. Consider a structure that include the following themes (where relevant.)

Introduction of your organisation

Introduction to your organisation, including your mission and vision.

Background of the event

Why are you holding your event, why is it important to you and the local community? How does your event align with the Healthy Lungs for Life campaign?

The goals and objectives

Give an overview of the goals and objectives, also possible to include any targets you set for your team and other elements of the event or campaign.



HEALTHY LUNGS FOR LIFE



Programme overview and structure

Give an overview of all the activities that happen during the event. Explain what the activities are about, who is involved and how it helps achieving your goals. Include a list of used resources, can be included as Annexes.

Media outreach

Include the communications plan.

Outcomes

Summarise collected data. Are your targets achieved? Where there challenges that impacted the results?

The way forward

What were the strengths and successes of your event and campaign. How can we build the impact of the Healthy Lungs for Life campaign in the future?

Conclusion and closing thoughts

Closing thoughts to your report, achievements and next steps for your organisation and Healthy Lungs for Life.

Annexes

Include any other documents, resources and information that supported your event or work.

News article

Alongside your report, we invite you to write a short summary of your event that can be published on the [European Lung Foundation website](https://www.europeanlung.org/en/healthy-lungs-for-life/). This will be included on the ELF news channel and shared on social media so it is important to share any pictures of your event too! If you have made a short video we can include it as part of your news article.

Sharing your report

Share your report, news article and additional documents with the assigned member of the ELF team or info@europeanlung.org. If possible, you should share the pictures of your event as an additional file to the report, to preserve the quality.



Looking for more inspiration?

Click or scan the QR to visit our event reports page to find further inspiration and guidance from previous Healthy Lungs for Life organisers.



HEALTHY LUNGS FOR LIFE

