

YOUR YEAR-END FESTIVAL REPORT CHECKLIST

SET YOUR GOALS

1

- Get aligned from the jump.** Set aside some time with key stakeholders ASAP to align on what kind of stats, sections, and format they want to see to make sure you're covering all your bases.
- Build out your blueprint.** Map out a clear outline that ties back to those goals. With a little fine-tuning, this can also be used as a template for future reports.

DIG INTO THE DATA

2

- Start with the big picture** and gather all your data in one place first. Don't worry if some stats don't align with the goals you mapped out in your outline – this will make sure no important stat or unexpected trend goes unnoticed.
- Shave it down** to what's most valuable. You want your final product to be as concise and actionable as possible, so stick to the stats that will make an impact.

WHAT TO INCLUDE

Fan demographics

Conversion rates by ticket type

Top performing creative

Ad spend per network

MAKE IT DIGESTIBLE

3

- Tell a story with your data.** Lead with the key stats that make an impact to make a strong first impression, then dive deeper and build out your storyline with more context as you go.
- Use engaging visuals** to keep your audience engaged. Pair key insights with visual representations (graphs, pie charts, or screenshots of successful campaigns) to make it easier for your stakeholders to visualize performance.

WRAP IT UP WITH A RECAP

4

- Highlight key takeaways** you outlined in the report: your biggest wins and any opportunities for improvement. Make sure to keep the tone optimistic and solutions-focused.
- Lay down the roadmap** for next season. Close out by providing your recommendations for how to best build on wins and tackle any challenges.