GOOD PRACTICE CHECKLIST FOR EVENT ORGANISERS AND RESEARCH TEAMS

For event organisers …	For event research teams …
1. Be clear and realistic about what you wish to achieve by hosting your event. Do not assume that events can deliver positive outcomes simply by a 'trickle down' or 'demonstration' effect.	1. Work in partnership with organisers to understand their needs.
2. State the mechanisms by which the desired objectives will be delivered.	2. Operationalise organisers' needs on the basis of the optimal mix between outputs required and resources available.
3. Quantify the resources to be allocated to the delivery of your objectives.	3. Respect the confidentiality of the organisers and the data you are given access to.
4. Test the reasonableness of what you wish to achieve against the mechanisms to be used and the resources allocated to their achievement.	4. Realise that you will be seen as an integral part of the event and behave in a professional and courteous manner at all times.
5. Agree, contractually, unambiguous measures of performance and the timescale required to demonstrate successful performance.	5. Agree, contractually, targets such as the number of interviews to be conducted and dates by when results will be delivered.
6. 'Bolt in' monitoring and evaluation processes to the event where relevant.	6. Provide clients with regular updates on progress.
7. Provide monitoring and evaluation teams with access to the data and personnel they need.	7. Communicate in simple terms and remember who your audience is.
8. Keep the monitoring and evaluation team 'in the loop'.	8. Ensure that the claims made can be substantiated by evidence.
9. Ensure that the claims you make to the media and stakeholders can be substantiated by evidence.	9. Always ensure you have the express permission of your client before communicating any data or information to a third party
10. Always use the outputs from monitoring and evaluation within their realistic limits.	10. Be aware of the limitations of your work.