Attachment N

Sample After Action Report

After Action Report (AAR)

Title/Date of Event:

Purpose of an After Action Report: Evaluation tool for *lessons learned* and *best practices*

Purpose: of attending an activity (from your point of view) eg, outreach events, industry presentations, local agency assistance and the like.

Date/Time: Note the date/time of the event. Is the date during a period of time that's busy every year?

Issue or Concern: of the activity (from the presenter's point of view)

Expectations: what are you expecting from your attendance?

Preparation: are you doing anything to prepare for the conference or event?

About how many people were in attendance? If this was an event where you had a booth, count the people who came by and took a brochure, in addition to the people with whom you actually spoke.

Evaluation: Summarize the actual event.

- Did it meet your expectations?
- Was the purpose met?
- Were you prepared?
- Were there things that you could have done to better prepare?
- What did you learn?
- Did you learn anything new?
- What is the impact on your program? (positive/negative)

Advising management: Is the event or conference worth repeating or recommended for future attendance?

Cost considerations, if applicable

Create your own AAR utilizing the above described elements. The initial concerns of purpose, date and time could satisfy initial management approval for attendance. Then, the remainder of the report is completed *after* the activity. Keeping track, once a template has been set up, shouldn't be too involved. But, it's a good way to track your effectiveness and concisely summarizes what other staff may need to know about any particular Small Business activity.