

## Annex I – Final Report Template

### **INTERNATIONAL HORTICULTURAL SHOWS– C CATEGORY** **FINAL REPORT**

#### **I. OPERATIONAL REPORT**

##### **1. Statistics on visitors**

Minimum content needs to be covered:

- Total Number: The event attracted a total of [X] visitors, including VIP delegations, partners, and special guests.
- Age Demographics: A comprehensive breakdown of the age groups among attendees, highlighting the diversity in audience demographics.
- Satisfaction Score: Participants provided valuable feedback, resulting in an overall satisfaction score of [Y].

##### **2. Financial update**

Minimum content needs to be covered:

- Investment: Breakdown of the financial investment made in organising the event.
- Expenses: Detailed analysis of expenditures covering various aspects of the event.
- Benefit: Assess the return on investment, including financial gains and non-monetary benefits.
- Additional Insights: Any notable financial highlights or trends.

##### **3. Accessibility and Traffic**

##### **4. Programme and Activities**

- Education and Sustainability events
- Horticultural networking, conference, workshops
- Events for kids

##### **5. Marketing (PR, Communications, etc.,)**

Minimum content needs to be covered:

- Media Coverage and Recognition: Comprehensive details of regional, national, and international media coverage, including quotes and excerpts from news articles, blogs, or social media posts emphasising the event's impact.
- Online Presence: Growth in social media engagements, website visits, and other online metrics.
- Visitor Engagement: Quantitative data on the number of participants in online and offline events, contests, and social media interactions.
- Post-Event Survey: Insights from post-event surveys, capturing participant feedback and suggestions for improvement.

##### **6. Participants and Competitions**

##### **7. Sales and Ticketing**

Breakdown of sales in merchandise, F&B, plants, etc.

##### **8. Partnerships and Sponsorships**

## II. IMPACT AND LEGACY OF THE SHOW

### 1. **Impact of the show on local and national development:**

- Horticultural Industry Impact: Insights into how the event influenced the horticultural industry: impact on sales, collaboration and partnership, studies, research, etc.,
- Community Engagement: Social responsibility and Sustainability projects/events associated with the event.
- Reputation of Host City: Economic impact (including increased tourism, job creation, and business opportunities, etc.), media exposure, and branding benefits for the host city.

### 2. **Legacy of the show**

- Outline plans for sustaining the impact of the event.
- Detail any follow-up initiatives, such as ongoing educational programs, publications, or partnerships.

## III. BEST PRACTICE

Highlighting the success stories of individuals or organisations that benefitted significantly from the event.