pOST EVENT CODING



UW MEDICINE ADVANCEMENT

Post event coding helps us track who attended our events. Ideally post event coding happens within a week or so of the event day.

1. Start with the RSVP tracker and make sure that all of your no-shows and walk-ins are noted after the event. (If not the RSVP tracker then your Cvent registration list or Access report.)

1. Make an Excel file or a new sheet in your existing RSVP tracker and call it Post Event Coding. I usually save this in the RSVP folder in the event file.

1. Make sure spouse AID's are moved over to the AID column.

1. Also be sure to include the ID's for staff, hosts and speakers who participated in the event.

1. Make a new column to the right of the ID column called "code" or "coding".

1. Mark those who attended the event with "P" in the Code column. Those who were invited but never responded **OR** were invited but declined, are marked with and "I". Those who said they were going to attend but either cancelled or didn't show up get marked with "RY".

1. You can find an example of a donor home event post event coding file here:\\dom\files\groups\DEVELOP\Events\FY16 Events\2.16\Nordstrom IHME\RSVP Tracker\Nordstrom IHME Post Event Coding 2016-0224.xlsx

E-mail this file to Steve at campst@uw.edu.

Here is an example of an e-mail to Steve:

*Hi Steve,*

*Please find attached the post event coding for UW School of Medicine Alumni, Afternoon at the Mariners, which took place on June 26, 2016.*

*Let me know if you have any questions.*

*Best,*

*Erin*

Steve will then put this data into Advance and give it an activity code.

One can then pull the invite list from a particular event, which can help with forming a guest list for future events. You can also look at this under the Activities tab in Advance:

