

# AFTER ACTION REPORT

New Program/Event

Existing Program/Event

Name of Program/Event: 2002 Soldier Show

Date: 4 & 5 June 2002

Location: Expo Theatre

Time: 1930 + 1330

POC for Program/Event: Jackie Bruno

Length of Program/Event: 1:30

Cost to Patron: \$

Staff Required: 2-4

Target Audience: 1000 Goal Attendance 975 + 925 Actual Attendance

Demographics of Participants %:

30% Active Military, 10% Civilian, 20% Contractor, 40% Family Member, 0% Retired Military

*200% for both shows*

Publicity Used to Promote Program/Event: check all that apply

EMAIL

MWR Messenger

ACS Bulletin

Daily Bulletin

Flyers/posters

Electronic Sign/Marquee

Monmouth Message

Other - Please specify \_\_\_\_\_

Specific Rules or Restrictions:

First come first seated - free admission. Some seats were reserved for family members of the cast. Seats were also reserved for the command group.

What Went Well?

Theatre was filled almost to capacity for both shows.

What Went Wrong?

Nothing notable

Customer Feedback? (ask a few people about the events & annotate responses)

Customers I spoke to said they enjoyed the show and were happy that Fort Monmouth could host this event.

Recommendations to improve future program/event:

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### BUDGET SUMMARY

#### Internal Information

Expenses

Income

Supplies (decorations, prizes, etc)

Labor

Profit/Loss \_\_\_\_\_

Room Rental

Other Expenses

Total Expenses

Was program/event sponsored?  Yes  No

If yes, list sponsors and type and amount of sponsorship

*First Command Financial Planning + Army National Guard  
SPONSORSHIP AT THE DA level*

Check one of the following:

Program/Event will continue  Discontinue Program/Event

Program Coordinator Signature: \_\_\_\_\_

Date: \_\_\_\_\_