VOLTAGE EXPERIENTIAL

SAMPLE RECAP REPORT

What you receive after every activation.

This sample shows the structure of the recap report we deliver within a week of every event or final tour stop. Figures are left blank here; yours are filled in with your actual results.

(352) 426-1694 · steve@cflshowlabor.com

An Ocala Innovation Partners company · Belleview, Florida

1 · SUMMARY

[Client] · [Activation name]

[Dates] · [Markets or venues] · [Number of events or stops]

ATTENDANCE	ENGAGEMENTS	OPT-IN LEADS	COST PER LEAD
—	—	—	—

2 · GOALS VS. RESULTS

Goal set at kickoff	Target	Result	Status
—	—	—	—
—	—	—	—
—	—	—	—
—	—	—	—

3 · BY EVENT OR STOP

Event / stop	Date	Attendance	Engagements	Leads
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—

4 · LEAD FILE

Delivered the day after each event as a CRM-ready CSV: name, email, phone, opt-in timestamp, event, and any survey answers agreed at kickoff.

5 · CONTENT HIGHLIGHTS

[Event photo] [Event photo] [Event photo]

Photos and short-form video from every event, delivered by link, ready for your channels.

6 · GUEST FEEDBACK AND FIELD NOTES

- What guests said: themes from conversations and surveys
- What our crew saw: traffic peaks, best-performing moments, what slowed the line
- Issues and how they were handled

7 · RECOMMENDATIONS

- Keep: formats and markets that performed best
- Change: what we would adjust next time
- Next run: suggested dates, stops and goals

Debrief call

We walk through every number with your team and plan the next activation.

(352) 426-1694 · steve@cflshowlabor.com