



FINCA — Post-Event Recap

Two parts: the member-facing recap (send within 24h) + the internal capture.

Follow-up drives return, membership, and referrals — the loop is the business. New here.
Known here.

POST-EVENT RECAP TEMPLATE

INTERNAL · CONFIDENTIAL

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Room: _____ **Date:** _____ **Host:** _____ **Venue:** _____

Part 1 — Member-facing recap (send within 24h)

***You were in the room.** [Room name], [date].*

You met: _____ .

Places from the night: _____ . · *Photos:* [link]

***Reconnect:** want a warm intro to _____ ? · Save _____ .*

***Your next room:** _____ .*

[If applicable] You're one room from becoming a Regular.

Tone: warm, brief, specific. One clear next step. No mass-blast feel.

Part 2 — Internal capture (log to CRM same day)

- Attended: _____ · First-timers: _____ · Returning: _____ · **Arrived alone:** _____
 - Warm intros made: _____ · Intros accepted: _____
 - Places saved by members: _____ · Partner redemptions: _____
 - Next-room bookings from this room: _____
 - Local : newcomer mix: _____ : _____
 - **Second-visit candidates** (first-timers to nurture toward return):

 - Testimonials / quotes captured (→ Proof Library): _____
 - Host learnings: _____
 - Safety / quality notes: _____
 - **Room Quality Score (avg):** _____ (good = ≥ 4 , none below 2)
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Follow-up actions (owner + due)

1. Send warm intros requested: _____ — _____
2. Re-invite second-visit candidates to next fitting room: _____ — _____
3. Send partner their redemption count: _____ — _____
4. Add testimonials/photos to Proof Library: _____ — _____

Finca — New here. Known here.