**Target Market Launch Event Debrief**

**Event Logistics –** *Provide an overview of the event logistics, date, time, location, speakers, questions asked at the end, etc.:*

**Audience and Coalition Attendance:**  *Provide number of people that attended and list of coalition members/other VIPs that were in attendance:*

**Media Attendance/Media Coverage:** *Indicate any members of the media in attendance, whether they interviewed any speakers before or after the event and/or additional media coverage garnered surrounding the launch in your market.*

**Successes and Challenges:** *Were there any significant challenges? Did you view the event as a success?*

**Coalition/Partner Activities:**  *List medication adherence activities, including newsletter publications, conferences etc. that committed partners and coalition members will be participating in post-launch.*

**Follow up:** *Identify any post-event follow up that needs to be completed with coalition member or partners.*