

Prove Your Event ROI With These 8 Overlooked Metrics

It's not surprising that event planners are being asked to show an ROI for their events with the sophisticated data-capture tools available with event technology. From event registration systems and RFIDs to online surveys and event apps, we're able to collect and analyze mountains of valuable attendee information. The struggle becomes making sure to measure the *right* things to show ROI. Often the data from event technology is measuring attendance, engagement and satisfaction. **So where do you get the hard numbers to measure ROI?**

Clear objectives and measures should always be the key decision drivers for your events. These same objectives and measures should dictate how you measure and prove ROI.

Each and every event touchpoint is an opportunity to capture information and tell your ROI story. A good data picture not only enables event planners to predict what messages, activations and opportunities will resonate with attendees, but also provides data from which the whole event's ROI may be more effectively measured.

It's time to think outside the box. Go beyond standard event reporting. **Reconsider how you show event ROI with the following ideas that leverage existing data and demonstrate impact to overall bottom line.**



1. Sales Attribution Rate

Effective attribution enables event planners to reach the right consumer, at the right time, with the right message—leading to increased conversions and higher event ROI. Our suggestion is to identify key differences in sales patterns with event attendees and non-attendees. Ask questions like:

- > Is there a clear sales lift with event attendees?
- > Is your attendees' total spend or sales growth higher than other marketing activity?
- > Are event attendees remaining customers for longer?

2. Lead Quality

Making connections and collecting leads is a key component, but quality over quantity should be a focus. Is your event attracting ideal buyers? When you report on event attendees, make sure to incorporate lead quality in the mix. This further positions events as pipeline contributors.

3. Deal Closure Cost

Quantify the cost of deal closure when your event is in the mix. Whether it includes lead time, follow-up communications and outreach, staff support, or other factors, knowing this average is a powerful way to prove your event's impact and strengthen your event's ROI statement.

4. Cross-Sell or Upsell

Show how your event is successful at educating customers, especially when it comes to expanding their relationship with your company. When the event objective can be linked to cross-sell or upsell metrics, you are able to further demonstrate how events *really* work.

5. Conversion Rates

When you look at conversion rates and inversion rates (those who are doing the opposite of your desired action), there is much to learn about your attendees. Get actionable knowledge about what is resonating with your event attendees and what isn't.

Understand not only who is registering for your event, but also who isn't, and adjust your audience acquisition plan accordingly. That way you don't invest in an event experience that is disconnected with those who attend.

6. New Referrals

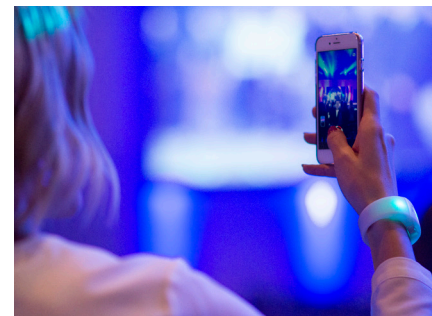
Referrals are critical for success—especially with channel partners. Are you tracking to see if those who refer new customers are also attendees of your event? Demonstrate the success of your event to educate about your products, services or overall brand message by showing the connection between attendees of your event and those who are bringing in new referrals.

7. Participant Satisfaction and Sentiment

Including both qualitative and quantitative measurement of event attendees' experience will provide an impactful way to show results. Traditional ratings plus real-life chatter—how far does your event reach? Your marketing event experience should give attendees something to talk about, so report it!

8. Future Brand Advocates

Events provide the unique opportunity to give attendees—from clients to customers to employees—a memorable experience. When a real, emotional connection is made, these moments turn magical. Keep the magic alive by curating your potential brand advocate list from attendees who've already had a powerful experience with your brand.



Evaluating and calculating event success should be as strategic as your plan. Measurement and ROI don't end when the event concludes. Event results take time. Include a plan for (continued) post-event measurement in your event strategy. If you just measure progress once, you're missing out on some meaningful data. Whatever intervals you choose—make sure they're standardized from event to event. This will provide more accurate benchmarks for the future.

The most important metrics likely depend on desired outcomes, not just for your event but also your organization.

Think bigger! The ROI you can show will strengthen your event's value—and can positively impact event planning in the future.

Ready to Reframe Event ROI Reporting? Let's Talk—itagroup.com



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