



WHAT IS EVENT ROI AND WHY IS IT IMPORTANT?

KEY PERFORMANCE INDICATOR

Event ROI (Return on Investment) is a KPI calculated as the net value an event planner gets from an event compared to the net cost that goes into producing it.

$$\frac{\text{VALUE}}{\text{COST}}$$

THE IMPORTANCE



- It determines if expenditure is profitable
- Assists in planning the event
- Translates client business goals into profitable event goals
- Provides metrics for creating valuable client case studies
- Makes the outcome tangible for the client

THE METHODOLOGY IS A CHAIN OF OBJECTIVES THAT LEAD TO ROI



DEFINE BUSINESS GOALS - TRANSLATE EVENT GOALS - DEVELOP METRICS

DEFINING OBJECTIVES IN EACH STAGE:

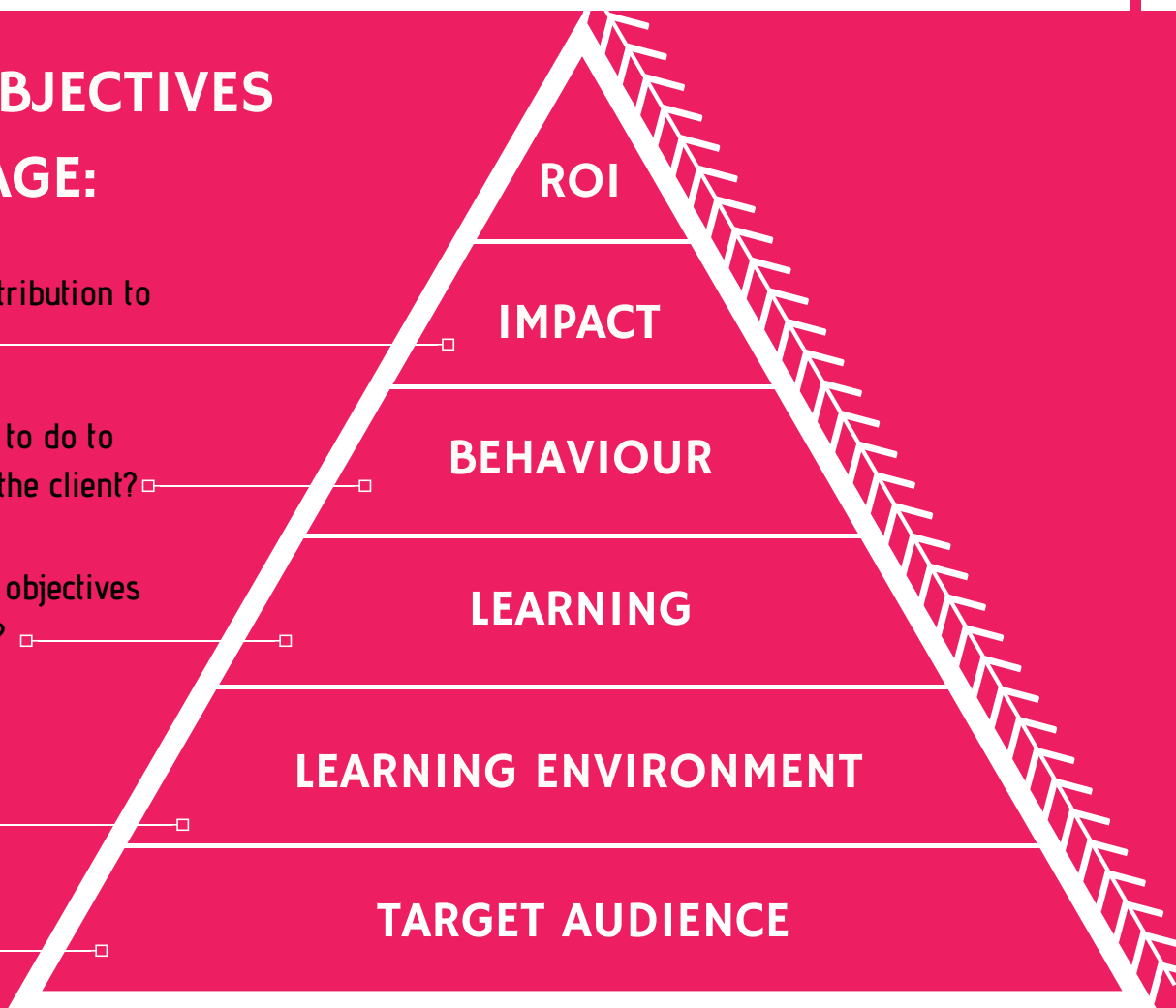
What is the ultimate contribution to the stakeholders? □

What do attendees need to do to create value for them & the client? □

Are there gaps between objectives and attendee behaviour? □

Does the design of the environment encourage learning? □

Are the right people attending? □



METRICS YOU CAN USE

The first rule is that the metrics you use should connect with your business goals.

There are a number of metrics that can be used to define the success. Some of the most common include:

- Surveys post event
- Social shares
- Social check-ins
- Revenue
- Registrations
- New membership
- Forum discussions
- Social commenting
- Sponsorships