



# *event measurement*

**The Hidden Story Behind Your Numbers**



*As an event organizer, you know that measuring ROI is important. But where to start?*

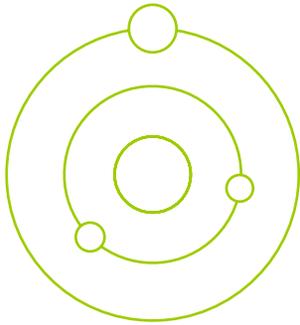
It's tempting to gather a bunch of numbers, create some charts, and call it a day.

We've been there, and we get it. Besides, the right numbers can hold a lot of value, particularly if they're trending positively.

But do you really know what your numbers are telling you?

Behind every event, there's a story waiting to be told. If you know how to tap into that story, a world of insights is waiting for you. These are precisely the insights you'll need if you really want to understand what went right with your event (so you can do more of it) and what went wrong (so you can fix it).

And it all starts with looking at your numbers from the right perspective.



## Your Event Is a Complex Ecosystem

The tricky thing about measuring event success is that, for most events, it's nearly impossible to tease out a single data point as more important than any other. Instead, think of your event as a complex ecosystem — an intricate network of relationships and interactions, where each stakeholder simultaneously derives value from and delivers value to one another.

**Consider the interconnected nature of the following relationships:**



### **Organizer-Attendee**

Your attendees rely on you to deliver great content and networking opportunities



### **Organizer-Exhibitor**

Exhibitors expect you to provide targeted audiences who influence purchases or are ready to buy



### **Exhibitor-Attendee**

Exhibitors and attendees both want to successfully interact with one another, exhibitors, and sponsors

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*When your ecosystem is in balance, each stakeholder happily receives and contributes value to the overall story. As the event organizer, it's up to you to make sure that balance is in place.*



## Take a Holistic View to Measure the Health of Your Program

**Rather than trying to look at each KPI individually, seek to cast a wide net by gathering data across multiple categories:**



### Financial Metrics

Revenue, costs,  
profit margins



### Exhibitor & Sponsor Metrics

Recruitment, retention,  
Net Promoter Score (NPS™)



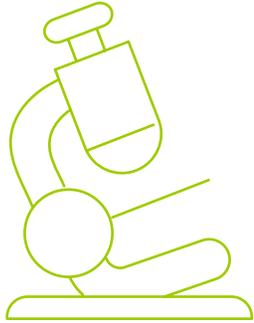
### Attendee Metrics

Net attendance, first-time/  
repeat attendance, traffic  
density, buying influence,  
purchasing authority, NPS™

Next, look for trends across your metrics and — most importantly — try to identify possible causes.

For example, you might be alarmed to find declining revenues. But what if you also find that profit margins are increasing? Is your show in trouble, or is it a success?

The answer is, it depends. You might be bringing in smaller audiences, but those audiences might be more targeted and therefore more profitable. Or, you might be underinvesting in marketing and promotions, which might signal future troubles with lower attendance or sponsorship sales.



## **It's All in the Details**

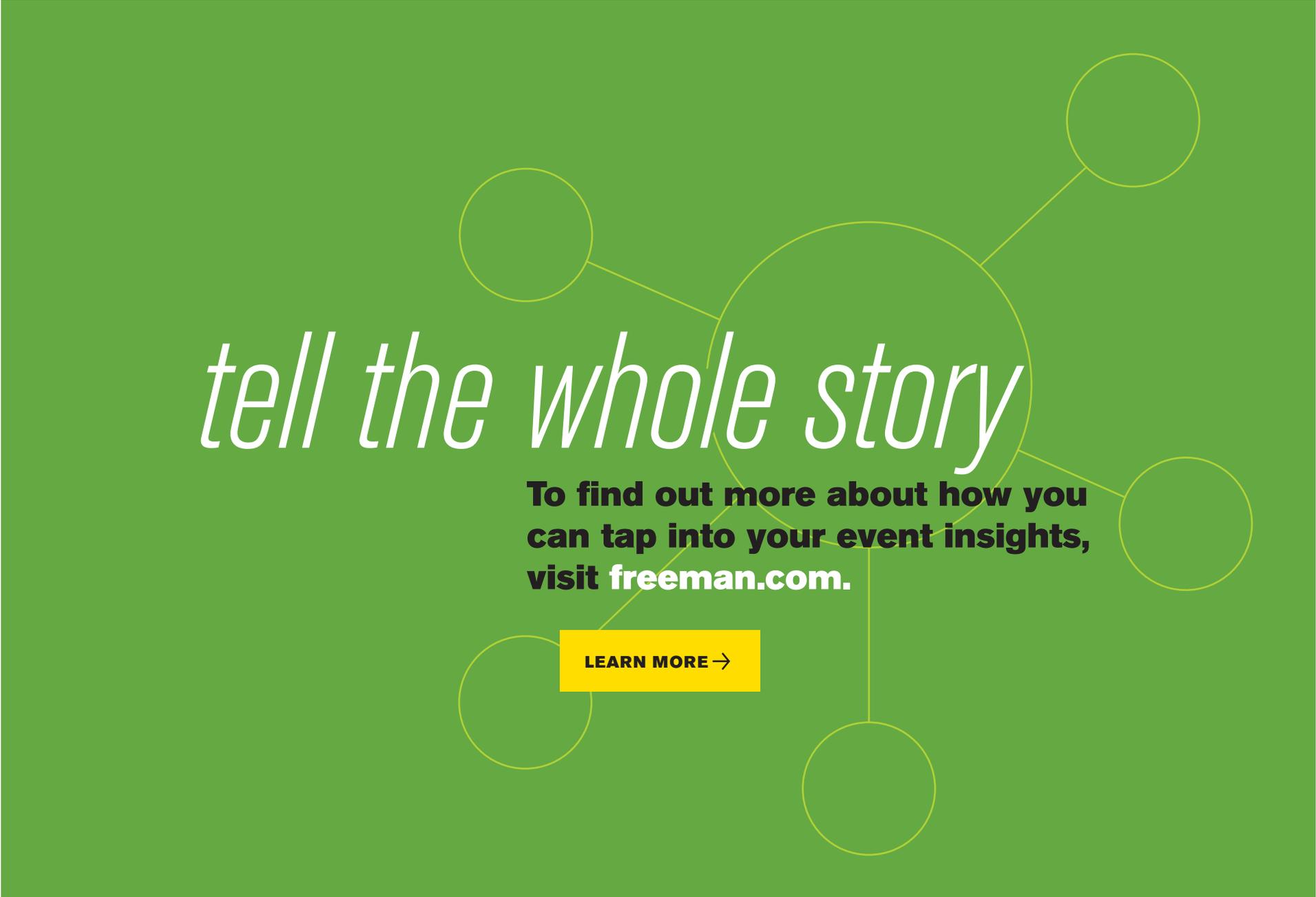
The moral of the story here is there is more to your event ROI than any single number can ever represent. If you simply collect a few numbers and call it quits, there's a good chance you'll be walking away with the wrong assessment.

But if you take the time to look both wide and deep — to really look across all of the relationships in your event ecosystem and dig into the numbers behind those relationships — you'll draw sound, comprehensive conclusions about the health of your event and the ROI you've delivered to everyone involved.

So ask yourself: What story are your numbers trying to tell you?

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*If you simply collect a few numbers and call it quits, there's a good chance you'll be walking away with the wrong assessment.*



# *tell the whole story*

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