optimizing event portfolios

Use this five-step planning process to ensure your events deliver real results.

1. **Discovery**
   Examine your big-picture goals across all areas of the business so you can start to see how events fit into the overall puzzle.

2. **Clarify Objectives and Audience Profiles**
   Drill down to define specific objectives and target audiences, which create the basis for your plan.

3. **Prioritize Events**
   Develop criteria to judge each event on its business value and fit for your goals and audiences.

4. **Validate Your Strategy**
   Develop activation concepts to bring your ideas for each event to life. Use your Step 3 criteria to determine how to apply the activations.

5. **Implement the Plan and Measure**
   Identify and measure the KPIs that will best demonstrate the impact of your events on the business.