

optimizing event portfolios

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



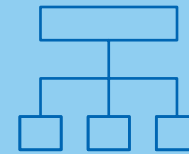
1 Discovery

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



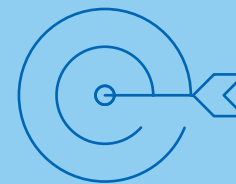
2 Clarify Objectives and Audience Profiles

Drill down to define specific objectives and target audiences, which create the basis for your plan.



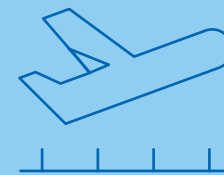
3 Prioritize Events

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.