

# *proving value through data*

**Go Beyond Cost-Based ROI Metrics**





## *gauging the value of events*

With the unique ability to facilitate interpersonal engagement and deeper connections, events drive great business value. Too often, however, many organizations have too narrow a focus when considering event value, as they only measure the potential for revenue based on leads. But with today's wealth of available event data, now almost any metric could be set up to measure the full breadth of business impact and return on investment (ROI).

Different events have different purposes, and thus different value. One of your events might help drive revenue, while another may present the chance to improve your company's thought leadership

position. Other events could increase your organization's brand perception and awareness, or influence purchasing behaviors.

Now, the right data and the right metrics can help you evaluate each of these outcomes, not only at a tactical level, but with high-level insights at a strategic level. Your executives can see how an event affected the company through metrics and analysis never available before. And from an event management perspective, you can validate, plan, and improve future events with in-depth reporting and intelligence. Plus, these same metrics can be tailored to other marketing and sales programs, so your company can derive even greater insight into all your marketing investments.



# *begin with a cohesive strategy*

→ To understand the full business impact, it's important to determine the ultimate objective of a particular event from both a departmental or business-unit level, and from a corporate perspective. Typically, event objectives fall into one or more of these broad categories:



**Brand awareness  
and perception**



**Demand generation  
and pipeline**



**Thought  
leadership**



**Relationships  
and loyalty**



**Audience  
engagement**

Each of these must be aligned with high-level corporate objectives to be fully successful. For instance, your company may have a key performance indicator (KPI) at the corporate level to increase analyst coverage during a particular quarter. To ensure your event meets this objective, you could include a specific analyst-only experience.

Once you have a clear vision of what you want to accomplish at your event, you can then create a data strategy that drives the appropriate metrics and insights.



*a consistent data strategy is key*

Having a solid data strategy will save time and money — and headaches — down the road when you put meaningful metrics into place. And it will provide your company with a broad-spectrum wealth of historical data for comparing future events and campaigns.

Equally important in a data strategy is consistency. For instance, across multiple events, data should be collected in the same manner, with the same data schemas. Consistency should also extend to any data integration and storage processes. For the optimal impact across your entire organization, data consistency should extend not only to events, but also to existing data repositories, other marketing channels, and all related back-end systems.

### *Get Everyone On Board*



To ensure the most optimal execution of your event goals and data strategy, first gain consensus and support from all stakeholders, from the event team to brand, marketing, and sales.

With everyone in sync, you can be assured that the most relevant data will be collected and utilized in the most efficient manner. This might require additional tools and personnel training, but the investment up front will be worth it.

## *develop multi-level metrics*

With your vision and data strategy in hand, you can then determine what metrics will best help you perfect future events, validate or disprove assumptions, and evaluate historic performance with what might be surprising insights.

With detailed reporting and visualization tools, you can also take into consideration the multiple levels of metrics that may be needed immediately after an event and even further down the road. For instance, you can develop different metrics for various stakeholders in formats that make sense to their individual objectives. Also, event managers may need detailed tactical reports for planning and

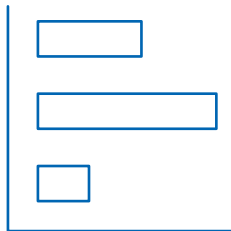
improving future events, while executives expect high-level strategic insights and dashboard-style summaries that show any immediate impact on the business. Each stakeholder can then assess the contribution of an event from their unique perspective and provide appropriate feedback.

Event performance is only one part of the picture — don't forget metrics that help you prove out the impact of events on your overall strategic business and marketing goals. A good event strategy will naturally build off of these goals, and they should be reflected in the results.



# *derive meaning and value from event data*

With the volume of event data available today, you can go beyond basics and look deep into the data to find meaningful intelligence that was never available before. And with a plethora of insightful metrics, your events can now be fully evaluated for their impact on your company's business as event ROI takes on new meaning.



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# *get real results*

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