

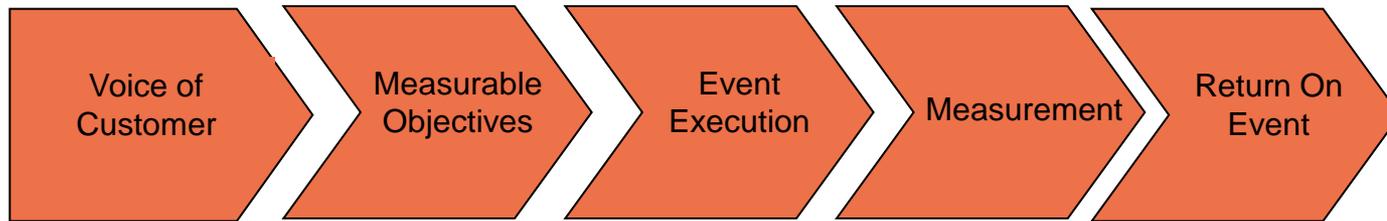
Your events and tradeshow are
a **BIG** investment.

Are you sure you're getting a
return?

Today We' ll Discuss How To....

- Employ proven tools to ensure event and tradeshow success and achieve measurable return on investment (ROI).
- Understand stakeholder analysis and leverage attendee input to overcome internal politics and secure management buy-in.
- Define measurable objectives and develop an event plan to achieve those objectives.
- Move up the evaluation ladder from measuring basic attendee satisfaction (How was the shrimp?) to measuring: learning, application, implementation, impact and consequences, and business results. In other words.... understanding how the event effects **what attendees think, feel, say and do** during or after the event.
- Use Voice Of Customer(VOC) data to focus resources on event elements that achieve the greatest return - and reduce or even eliminate spending on those that don't.
- Most importantly, calculate your event's ROI.

Event Success Process



**Voice of The Customer
(VOC)
Drives Measurement,
Execution & ROE**

In Other Words.... Data Trumps Politics!

Event Success Process ROI Measurement Equation

$$\sum_{(n)}^{(\text{Metric 1...})} \left(\frac{\text{Actual Performance}}{\text{Break-even Performance}} \times \text{Weighting} \right) - 1 = \% \text{ ROE} \times \text{Net Event Cost} = \$\text{ROE}$$

- The value of your event or tradeshow is determined by how well it achieves each of its objectives.
- Break-even is where total cost equals total value created.
- Positive ROI is in proportion to amount by which achievement of each objective exceeds the break-even level.



5 Simple Steps to Calculate ROE Is:

1. Define event objectives
2. Define quantifiable metrics by which you will measure how well the event achieves its objectives
3. Determine break-even performance level for each metric
4. Collect data
5. Run the calculations

STEP 1 - Define Event Objectives

- Ask your audience, participants & stakeholders:
 - What do they need to:
 - Drive business
 - Be an advocate
 - Increase investment
 - Learn
 - Etc.....
- How?
 - Pre-event qualitative, quantitative

Sample Qualitative VOC

- What do you think are “Company Name” strengths/weaknesses in the marketplace? Why?
- What do you think are “Company Name” internal strengths/weaknesses at this time? Why?
- How confident are you that your “Company Name” business will be better next year than this year? Why do you feel this way?
- What do you think “Company Name” should do to improve: (Marketplace or Internal weaknesses identified above)?
- What do you think “Company Name” leadership can do to specifically help you in improving your business?
- Looking towards the “Event,” what objectives do you think the “Event” should achieve?
- What major concerns and issues do you have that you would like addressed at the “Event?”
- In your opinion, what does the “Event” have to accomplish for you to judge it a success?

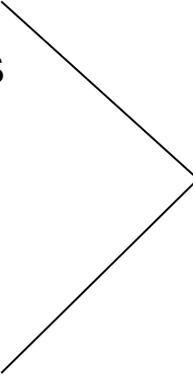
Event Type

Typical Objectives (weights)

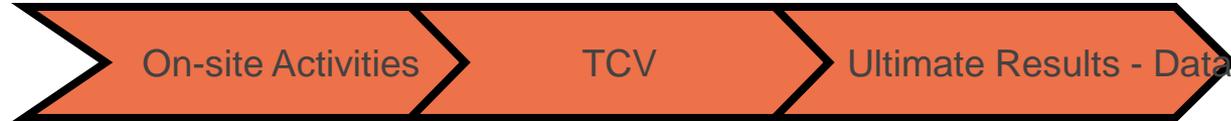
User/Customer Conference	<p>Enhance brand perception (25%) Promote purchase/upgrade (25%) Increase customer loyalty (30%) Understand customer needs (10%) Grow event next year (10%)</p>
Channel Partner Conference (dealers, resellers, franchisees)	<p>Promote channel investment (45%) Increase channel effectiveness at selling company products (25%) Increase channel loyalty (15%) Understand partner needs (15%)</p>
Sales meeting	<p>Training (50%) Motivation (40%) Increase employee loyalty / reduce turn-over (10%)</p>
Executive team meeting	<p>Team building (30%) Information sharing (40%) Decision-making / business planning (20%) Increase employee loyalty / reduce churn (10%)</p>
Trade show (organizer)	<p>Generate profits (70%) Grow future events (30%)</p>
Trade Show (sponsor)	<p>Generate qualified leads ((60%) Enhance brand position (40%)</p>

- Define objectives in terms of business value
- Must be measurable
- Assign weights based on importance (potential to create value)

Step 2 - Define quantifiable metrics

- Answer the question, “As measured by how?”
 - Reliably measure the ultimate results
 - Understand how event affects attendees:
 - Intentions
 - Preferences
 - Perceptions
 - Attitudes
 - Abilities
 - Behaviors
- The Quintessential Values (TQV)
- 

Assess Trade-off Between Directness and Ease of Measurement



Data Types	Attendance, interactions, contact exchange	Survey responses	Varied: Sales, customer turn-over, employee retention, sales team performance, event profitability, event growth, etc.
Ask...	What observable behaviors will contribute to achievement of the objective?	How will TCV be different after the event if the objective is met?	How does achieving the objective affect the bottom line?
Link Between Metric & Value	Indirect Requires inference to assess value	Moderate Some inference required	Direct Measures value driver itself
Ease of Measurement	Tool available	Survey and attendee participation	Can be challenging. Results from multiple inputs

Define Possible Metrics and Weight

(User/Customer Conference example)



Enhance Brand Perception (25%)	Attendance at key sessions Comments re: TV spots Attendance at Brand showcase	Immediate improvement in brand perception (100%)	Long term improvement in brand perception
Promote Purchase (25%)	Qualified leads captured (60%) Attendance at key sessions, events Prospect interactions w/ reference customers	Improvement in intent-to increase investment score (40%)	Increase in sales
Increase Customer Loyalty (30%)	Attendance at key sessions, events 1-1 meetings completed	Improvement in customer satisfaction score (100%)	Reduced customer turn-over
Understand Customer Needs (10%)	Product intro responses (50%) Follow-up information requested from PM (50%)		Improved product development performance
Grow Event (10%)		Intent to return score	Year-over-year growth (100%)

Step 3 - Determine Break-even for Each Metric

- Determine **net total event cost** including opportunity cost of employee time
- For **each** metric ask: What is the lowest performance level that would make the event **just** worth holding, given the cost?

Determining Break-Even Levels Is a Cross-Functional Exercise

- Narrow in
 - Look high - absolutely would hold again
 - Look low - definitely cancel
 - Pick a middle value
- Get input
 - Key stakeholders
 - “Consumers” of the results

Break-Even Performance Levels

Event Objective & Weight	Metric	Break Even Level (Unit)
Enhance Brand Perception (25%)	Immediate improvement in brand perception (100%)	10% increase in brand perception score
Promote Purchase (25%)	Qualified leads captured (60%)	100 Qualified leads captured
	Improvement in intent to increase investment score (40%)	10% increase Intent-to-increase investment score
Increase Customer Loyalty (30%)	Improvement in customer satisfaction score (100%)	10% improvement in customer satisfaction score
Understand Customer Needs (10%)	Product intro responses on-site (50%)	80 positive responses to roadmap
	Follow-up information requested from PM(50%)	40 on-site interactions w/ PMs
Grow Event (10%)	Year-over-year growth (100%)	5% year-over-year growth

Net Event Cost = \$1,400,000

Step 4: Collect Data

Data Area	Tools
Event Plan	Budget, Defined & Measurable Objectives
VOC	Pre/Post Event: Interviews, survey During Event: Interviews, kiosk, personal smart device
Attendance	Door Monitors, RFID, business card, personal contact, mobile, etc.
Interactions	Card readers, notes, mobile, etc.
Leads/Sales	Closed loop lead capture/sales
Cost	Spend analysis of the event

Step 5

Run the Calculations

Calculation Template

Step 1: Insert the Objectives & Objective Weight (OW)

Event Objective	Objective Weight (OW)							
Enhance Brand Perception	25%							
Promote Purchase	25%							
Increase Customer Loyalty	30%							
Understand Customer Needs	10%							
Grow Event	10%							

Calculation Template

Step 2: Insert Metrics & Metric Weight (MW) & Perform (OW)(MW) = Overall Metric Weight (OMW)



Event Objective	Objective Weight (OW)	Metric	Metric Weight for Objective (MW)	Overall Metric Weight (OMW)				
Enhance Brand Perception	25%	Immediate improvement in brand perception (%)	100%	25%				
Promote Purchase	25%	Qualified leads captured (#)	60%	15%				
		Improvement in intent-to-increase investment score (%)	40%	10%				
Increase Customer Loyalty	30%	Improvement in customer satisfaction score (%)	100%	30%				
Understand Customer Needs	10%	Product intro responses on-site (#)	50%	5%				
		Follow-up information requested from PM(#)	50%	5%				
Grow Event	10%	Year-over-year growth (%)	100%	10%				

Calculation Template

Step 3: Insert Break-even (BE) requirement score

Event Objective	Objective Weight (OW)	Metric	Metric Weight for Objective (MW)	Overall Metric Weight (OMW)	Break Even (Unit) (BE)	Actual Score	Actual vs. Break-even (ABE) (BE)/(AS)	Weighted Actual vs. Break-even (WABE) (ABE)(OMW)
Enhance Brand Perception	25%	Immediate improvement in brand perception (%)	100%	25%	10%			
Promote Purchase	25%	Qualified leads captured (#)	60%	15%	100			
		Improvement in intent-to-increase investment score (%)	40%	10%	10%			
Increase Customer Loyalty	30%	Improvement in customer satisfaction score (%)	100%	30%	10%			
Understand Customer Needs	10%	Product intro responses on-site (#)	50%	5%	80			
		Follow-up information requested from PM(#)	50%	5%	40			
Grow Event	10%	Year-over-year growth (%)	100%	10%	5%			

Calculation Template

Step 4: Insert “As Measured” Achievement Score

Event Objective	Objective Weight (OW)	Metric	Metric Weight for Objective (MW)	Overall Metric Weight (OMW)	Break Even (Unit) (BE)	Actual Score	Actual vs. Break-even (ABE) (BE)/(AS)	Weighted Actual vs. Break-even (WABE) (ABE)(OMW)
Enhance Brand Perception	25%	Immediate improvement in brand perception (%)	100%	25%	10%	12%		
Promote Purchase	25%	Qualified leads captured (#)	60%	15%	100	150		
		Improvement in intent-to-increase investment score (%)	40%	10%	10%	15%		
Increase Customer Loyalty	30%	Improvement in customer satisfaction score (%)	100%	30%	10%	10%		
Understand Customer Needs	10%	Product intro responses on-site (#)	50%	5%	80	100		
		Follow-up information requested from PM(#)	50%	5%	40	70		
Grow Event	10%	Year-over-year growth (%)	100%	10%	5%	4%		

Calculation Template

Step 5: Calculate as shown (BE/AS)(OMW)
Sum (WABE) to get %ROI



Event Objective	Objective Weight (OW)	Metric	Metric Weight for Objective (MW)	Overall Metric Weight (OMW)	Break Even (Unit) (BE)	Actual Score	Actual vs. Break-even (ABE) (BE)/(AS)	Weighted Actual vs. Break-even (WABE) (ABE)(OMW)
Enhance Brand Perception	25%	Immediate improvement in brand perception (%)	100%	25%	10%	12%	120%	30%
Promote Purchase	25%	Qualified leads captured (#)	60%	15%	100	150	150%	23%
		Improvement in intent-to-increase investment score (%)	40%	10%	10%	15%	150%	15%
Increase Customer Loyalty	30%	Improvement in customer satisfaction score (%)	100%	30%	10%	10%	100%	30%
Understand Customer Needs	10%	Product intro responses on-site (#)	50%	5%	80	100	125%	6%
		Follow-up information requested from PM(#)	50%	5%	40	70	175%	9%
Grow Event	10%	Year-over-year growth (%)	100%	10%	5%	4%	80%	8%

ROI = 121%

Event Success Process

SO...

$$(\%) \text{ ROE} = 121\% - 1 = 21\%$$

$$\begin{aligned} (\$) \text{ ROE} &= \$1,400,000 \times 21\% \\ &= \$164,000 \end{aligned}$$

Final Thoughts

- Don't let the difficulty of coming up with “perfect” ROE measures stop you from delivering good ones!
- Expressed in % or \$ Return
- Assigns % or \$ Value to Your Event Objectives

Enables Management To Evaluate
Event vs.
Other Marketing & Investment Opportunities