



Measuring Corporate Events Success

	OBJECTIVES	EXAMPLE METRICS	EXAMPLE DATA AND INSIGHTS
KNOW	<p>HOW DO YOU WANT YOUR AUDIENCE TO THINK?</p> <p>This may relate to training, product knowledge or understanding big-picture company objectives</p>	<p>ATTENDEE COMPREHENSION</p> <ul style="list-style-type: none"> • Key message recall • Call to action recall • Knowledge of priorities • Intent to use new information 	<ul style="list-style-type: none"> • Knowledge assessments • Quizzes • Customer satisfaction scores • Quality Audits
FEEL	<p>HOW YOU WANT YOUR AUDIENCE TO FEEL?</p> <p>Every event has a unique tone. How would you want your attendees to describe their state of mind to friends and family?</p>	<p>ATTENDEE ENGAGEMENT</p> <ul style="list-style-type: none"> • Satisfaction / value • Excitement / Enthusiasm • Confidence • Pride 	<ul style="list-style-type: none"> • Attendee survey • Employee engagement survey / pulse survey / Polls • Social Media metrics • Hashtag tracking • Speaker ratings • Session Participation • Audience Interaction • partner and sponsor feedback • Brand loyalty • Employee/customer retention
DO	<p>WHAT DO YOU WANT YOUR AUDIENCE TO DO?</p> <p>What actions would you like your attendees to take after the event? These behaviours should feed directly back into the purpose statement.</p>	<p>ATTENDEE ACTION</p> <ul style="list-style-type: none"> • Intent vs actual behaviour change • Call to action / next steps taken • Follow through on commitment 	<ul style="list-style-type: none"> • Quality and quantity of leads • Revenue Generation • Conversation rates • Business connections • Performance Appraisals • Media monitoring • Goal achievement • Customer Acquisition • Sales impact