



Communication

Solutions

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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 ROI.
- Understand **Voice of the Customer (VOC)** to secure stakeholder 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 how the event effects **what attendees think, feel, say and do** during or after the event.
- Most importantly, calculate your event's ROI.

Key Take-away

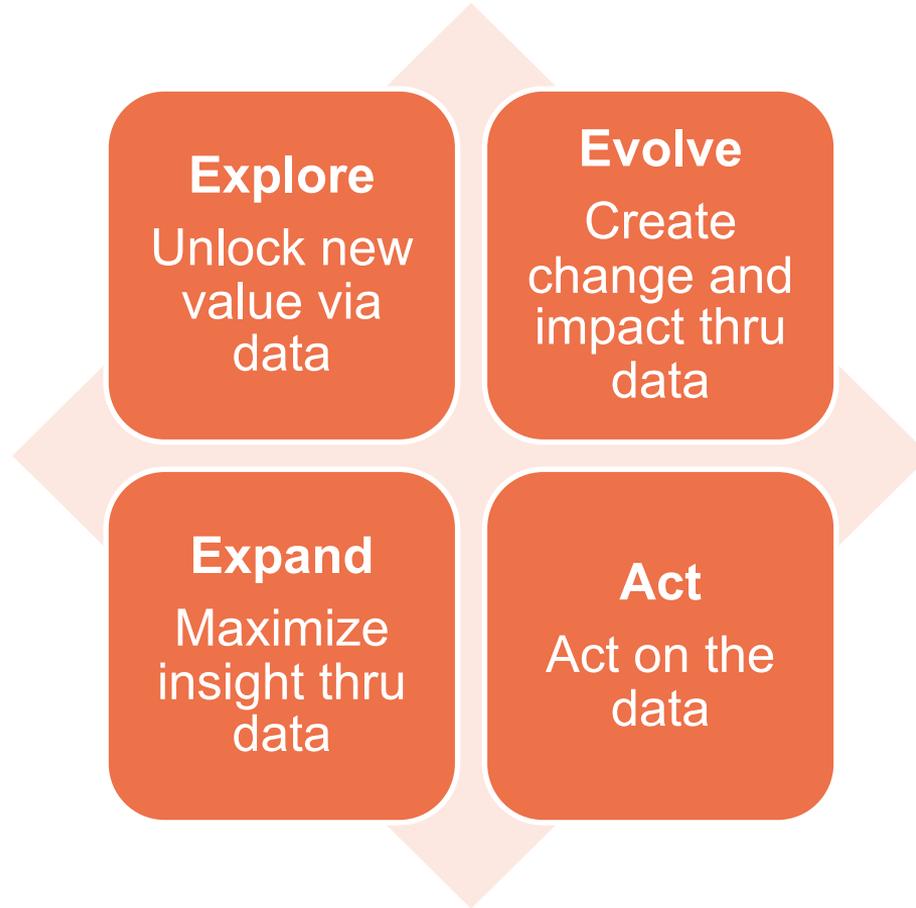
Measurement Enables the Ability to Evaluate the
Outcomes of a Specific Event

vs.

Other Marketing & Investment Opportunities

Measurement Is All About Data...

What Does Data Do for You?



Event Success Process



**Voice of the Customer
(VOC)
Drives Measurement,
Execution & ROI**

Data Drives Objectives!

Event Success Process ROI Measurement Equation

$$\left(\text{Sum of Objectives} \right) \times \left(\frac{\text{Actual Performance}}{\text{Break-even Performance}} \times \text{Weighting} \right) - 1 = \% \text{ ROI}$$

$$\% \text{ ROI} \times \text{Net Event Cost} = \$\text{ROI}$$

Simply:

- 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.

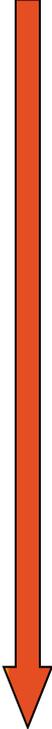
* Cost may be subjective

5 Simple Steps to Calculate ROI:

1. Define event objectives
2. Define quantifiable metrics
3. Determine break-even performance
4. Collect data
5. Calculate

Sample Calculation Sheet

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)	Break Even (UNIT) (BE)	Actual Score (AS)	% to Goal (PG)	Weighted Actual vs. Break-even (WABE)= (OMW)x(PG)
Generate qualified leads	35%	Literature delivered (20%)	20%	7%	100	120	120%	8%
		# of qualified leads (65%)	65%	23%	200	240	120%	27%
		Increase sales w/ 60 days post event (15%)	15%	5%	15%	13%	66%	3%
	100%			100%				= ROI%



STEP 1 - Define Event Objectives thru VOC & Stakeholder Analysis

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

Sample Qualitative VOC

- What do you think are “Company” strengths/weaknesses in the marketplace? Why?
- How confident are you that your “Company” business will be better next year than this year? Why do you feel this way?
- What do you think “Company” leadership can do to specifically help you in improving your business?
- What major concerns and issues do you have that you would like addressed at the “Event?”
- What do you need to hear about?
- In your opinion, what does the “Event” have to accomplish for you to judge it a success?

Business Goals	Event Goals	Metrics	Tools
Build Brand Awareness	Increase Event Registrations	# of Registrations	Registration Platform
	Increase Social Media Presence	# of Social Media Impressions	Analysis of Social Media Platform
	Increase Media Coverage	# of Media Placements	Manual analysis, Attribution Software
	Increase Website Traffic	# of Website Visits # of Website Visits from Event Page	Web Analytics Platform
Drive Sales Revenue	Generate Leads	# of Prospects Added to Database # of Accounts Added to Database	CRM
	Generate Pipeline Value	\$ Value of Pipeline Created	CRM
	Opportunities Created	# of Opportunities Created	CRM
	Accounts Closed Won	# of Accounts Closed Won	CRM
Educate and Delight Customers	Increase Users of Product/Specific Product Features	# of Monthly Active Users # of Users on a Specific Feature # of Demos Given # of Samples Given	Product Analysis Platform, Event Staff Reporting
	Increase Satisfaction of Customers	Pre-Event Survey Mid-Event Survey Post-event Survey (NPS)	Survey
	Increase Customer Retention	# of Appointments with Customers	Event Staff Reporting, Event Scheduler Platform

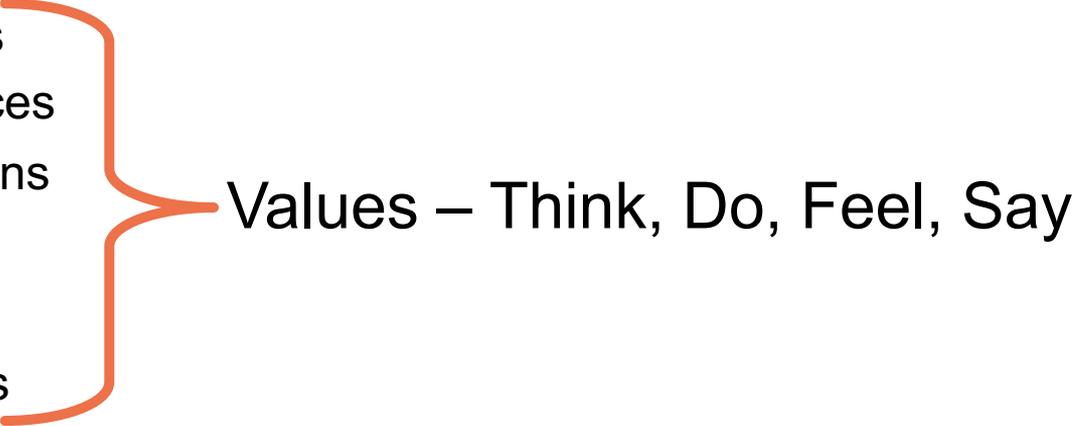
Business Goals	Event Goals	Metrics	Tools
Event Engagement	Increase Session Engagement	# of Questions Asked In Sessions # of Live Poll Responses	Event Staff Reporting, Survey, App use
	Increase Event App Engagement	# of Event Community Check-ins # of Event App Downloads	App reporting
	Increase Social Media Engagement	# of Company Mentions # of Event Hashtag Mentions	Analysis of Social Media Platform
Educate and Delight Partners	Increase Partner Engagement	# of Visits to Partner Booths # of Event App Partner Page Impressions # of Event App Partner Logo Impressions # of Event App Partner Page Clicks	Event Staff Self-reporting, Web reporting, RFID
	Increase Satisfaction of Partners	Pre-Event Survey Mid-Event Survey Post-event Survey	Survey
Drive Recruitment	Increase Recruiting Leads	# of Prospects Added to Pipeline # of Employees Recruited	CRM

Sample Objectives

Event Type	Typical Objectives	Objective Weights – What's most important to the business?
Trade Show (sponsor)	Generate qualified leads	(35%)
	Enhance brand position	(20%)
	Increase customer loyalty / reduce churn	(10%)
	Promote purchase/upgrade	(20%)
	Grow event over previous	(15%)

- 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
- Values – Think, Do, Feel, Say
- 

Measurement Opportunities

Where?

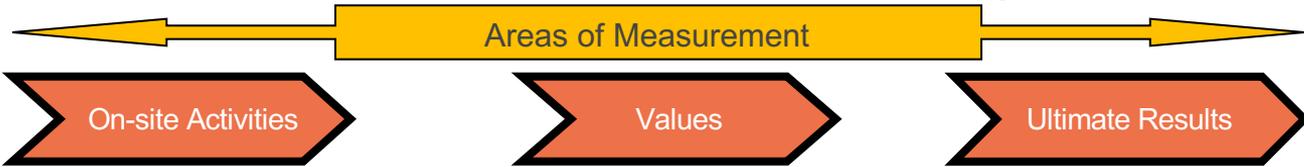


What?	Ask...	What observable <u>behaviors</u> will contribute to achievement of the objective?	How will Attendee <u>values</u> be different after the event if the objective is met?	How does achieving the objective affect the <u>bottom line</u> ?
How?	Data Types	<ul style="list-style-type: none"> • Attendance • Interactions • Contact exchanges • Information sent • Apps 	Survey responses	<ul style="list-style-type: none"> • Sales • Customer churn • Sales team performance • Event growth • Brand perception
	Ease of Measurement	Easy		Not as Easy
	Link Between Metric & Value	Indirect - Requires inference to asses value	Some inference required	Direct - Measures value driver itself

Attribution Models

- First-Touch: the marketing initiative that drives someone to interact with your brand.
- Lead-Touch: the first marketing initiative that causes an individual to *convert* and become known to your company.
- Last-Touch: the action that someone takes immediately *before* converting to an opportunity or customer.
- Multi-Touch: takes into account all of the points of contact and marketing initiatives that have caused a contact to finally close.

Define Possible Metrics and Weight



Generate qualified leads (35%)	# of information exchanges Literature delivered (20%) Booth visits # of qualified leads (65%) Leads per staffer Completeness of leads Leads generated by a promotion	Improvement in intent-to-increase investment score	Increase in sales within 60 days post event (15%)
Enhance brand position (20%)	Comments re: TV spots Attendance at key sessions, events Prospect interactions w/ reference customers (50%)	Immediate improvement in brand perception (50%)	Long term improvement in brand perception
Increase customer loyalty / reduce churn (10%)	Attendance at key sessions, events 1-1 meetings completed	Improvement in customer satisfaction score (100%)	Reduced customer turn-over
Promote purchase/upgrade (20%)	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
Grow event from previous year (15%)		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

Sample Break-Even Performance Levels

Event Objective & Weight	Metric	Break Even Level (Unit)
Generate qualified leads (35%)	Literature delivered (20%)	100 pieces delivered
	# of qualified leads (65%)	200 Qualified leads captured
	Increase sales w/ 60 days post event (15%)	15% increase in featured products
Enhance brand position (20%)	Prospect interactions w/ reference customers (50%)	200 Interactions
	Immediate improvement in brand perception (50%)	10% increase brand perception score
Increase customer loyalty / reduce churn (10%)	Improvement in customer satisfaction score (100%)	10% improvement in customer satisfaction score
Promote purchase/upgrade (20%)	Qualified leads captured (60%)	100 Qualified leads captured
	Improvement in intent-to increase investment score (40%)	10% increase Intent-to-increase investment score
Grow event next year (15%)	Year-over-year growth (100%)	5% year-over-year growth
Total = 100%	Each set of metrics = 100%	Numbers or percentages

Net Event Cost = \$80,000

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, Radio Frequency ID, 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

Post-Event Survey Questions Set You Up for Future Success

- When designed right, large group events are powerful, transformational experiences. They can dramatically change people's feelings, opinions, intentions and behaviors.
 - Events are a one-time opportunity to make a powerful impact on the way people think, feel and behave when it really counts, after the meeting back on the job and in the marketplace.
- Post-event surveys highlight the event's wins and losses and offer an opportunity to re-engage with attendees and measure attendees' satisfaction levels with various aspects of the meeting, shifts in their understanding, attitudes, perceptions, abilities, intentions and behaviors and to learn about their suggestions for future meetings.

Post-Event Survey Questions Set You Up for Future Success - Continued

- Beyond gathering constructive feedback, post-event surveys can reinforce the ultimate call-to-action (CTA), encouraging attendees to network, share... whatever the goal may be.
- Post-event surveys give attendees the opportunity to evaluate the effectiveness of various aspects of your events such as individual speakers, session topics, training sessions, product demonstrations, as well as rate their overall experience with the event.
- The objective of a post-event survey is to determine whether the efforts put into your event planning met expectations for attendees.

Post-Event Survey Questions Set You Up for Future Success - Continued

- Create different post-event surveys for different participant groups, as needed.
- Allow the respondents to provide personal remarks and open-ended feedback.
- Assess the resulting feedback carefully and systematically in order to generate relative and useful information regarding the event experience.
 - Post-event surveys may include demographic questions.
- Post-event surveys are particularly valuable when an event is organized regularly as they offer the chance to benchmark against the event itself.
 - Keep the content of post-event surveys similar for events organized annually. This enables the comparison of the feedback received each year to determine in which areas the event has performed better and in which areas the event needs to pay more attention the next time.

UNDERSTANDING MEASUREMENT

Understanding Measurement

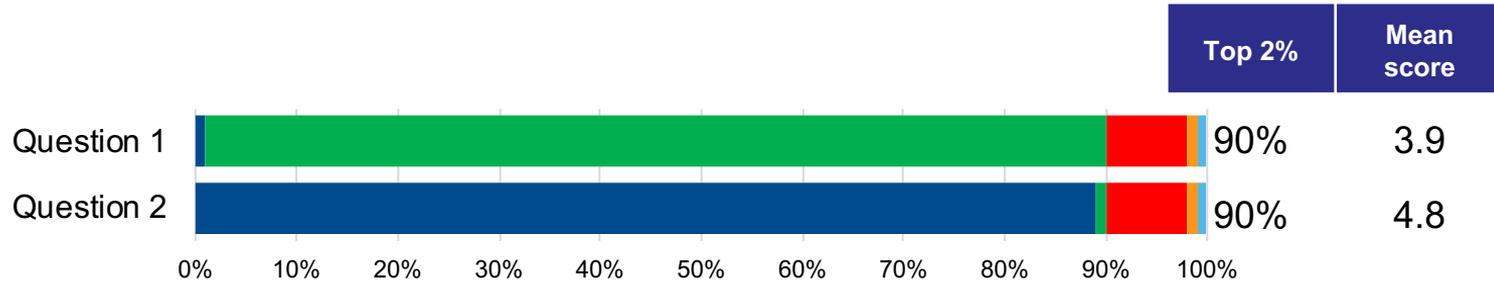
There are a variety of questions asked during the survey process. The information below provides an explanation of how responses to these questions are expressed.

Quantitative Measures

- Measures including satisfaction, excellence, agreement, value, quality rating, effectiveness and confidence are gathered on a 5-point Likert scale, 5 being the best, 1 being the worst.
- Responses are calculated as follows
 - As a whole number percentage:
 - Response is calculated by adding the percentages of top two values, 4s and 5s, and is expressed as a whole number percentage.
 - Example: 90% of attendees strongly agree/agree that the event delivered what they were expecting.
 - As a mean score:
 - Response is calculated by determining the mean of all the individual ratings and is reported as a decimal number, the mean score. Round to one decimal place for results posting: In the hundredths place, if it's 0-4, round down; 5-9, round up)
 - Example: a session rating would be expressed as 4.5
 - Keep in mind that an exact same "Top 2%" score can have a substantially different mean score

Score Reporting: A Caution

- Two responses with an exact same “Top 2%” score can have a substantially different mean score
- Example – 100 respondents



	Question 2	Question 1
Strongly Agree	89	1
Agree	1	89
Neither Agree Nor Disagree	8	8
Disagree	1	1
Strongly Disagree	1	1

■ Strongly Agree
 ■ Agree
 ■ Neither Agree Nor Disagree
 ■ Disagree
 ■ Strongly Disagree

Understanding Measurement

- Verbatim comments
 - Verbatim comments can be used directly in reports. However, they should not be edited such that the meaning would be modified.
 - Quotations should be utilized when reporting.
- Sentiment is expressed as statements of a general feeling or opinion and results from grouping verbatim comments together.
 - Sentiment is gathered by reviewing open-ended responses, sorting by alpha-order and into a one or two word “code” by what’s stated. Examples would be positive/negative, mentions of a product or mentions about a situation (e.g. food).
 - Reviewers can then sort the open-ends by code to see the percentage or actual number of mentions of certain codes. This is typically done using a pivot table in Excel, or by using a qualitative analysis software.
 - Example: Of 121 comments, 43% remarked on the high-quality sessions.

Confidence Interval and Confidence Level

- The **confidence interval** (CI) (also called margin of error) is the plus-or-minus figure usually reported in survey results. For example, if you have a confidence interval of $\pm 4\%$ and 47% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47% - 4%) and 51% (47% +4%) would have picked that answer.
- It is generally recognized that a CI $\leq 3.5\%$ is the goal for accuracy purposes. Anything greater is more of a "guideline."
- The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain
- When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 43% and 51%. This would be formatted as follows: 95% \pm 4%
- There are other factors that determine the size of the confidence interval for a given confidence level:
 1. Sample size: The larger your sample size, the surer you can be that their answers truly reflect the population. This indicates that for a given confidence level, the larger your sample size, the smaller your confidence interval. However, the relationship is not linear.
 2. We would be far less confident of the responses of a 25% response rate for a sample size of 100 (confidence interval = $\pm 17\%$) vs. a 25% response rate of a sample size of 1000 (confidence interval = $\pm 5\%$).
 3. Population size: Population size is only likely to be a factor when you work with a relatively small and known group of people (e.g., people attending the event). The confidence interval calculations assume you have a genuine random sample of the relevant population. A small population may result in in a high CI. In that case your response are more like guidelines.
- No statistics required! Just plug in the total population (# sent to) and the sample size (# responses) in Confidence interval calculator and the tool does the rest.

QUESTION & SURVEY DEVELOPMENT

Question Types

- A rating scale question is also known as a Likert Scale. The respondent chooses their answer choice based on a common scale. Rating scales provide a weighted average for each answer choice in the results section.
- The Textbox question allows you to collect open-ended answers from respondents.

Designing Questions

- Focus on asking closed-ended questions. Make these required.
- Open-ended questions require more effort and time to answer. These should not be required.
- Keep your survey questions neutral. Putting an opinion in your question prompt (or asking a “leading question”) can influence respondents to answer in a way that doesn’t reflect how they really feel.
 - *Example: We think the sessions were really awesome. How awesome do you think they were?*
- Keep a balanced set of answer choices – example: *Very Satisfied, Satisfied, Neither Satisfied nor Dissatisfied, Dissatisfied, Very Dissatisfied*
- Don’t ask for two things at once. Confusing respondents is equally as bad as influencing their answers. In both cases, they’ll choose an answer that doesn’t reflect their true opinions and preferences.
 - *Example: How would you rate our customer service and product reliability?*

Likert Scales

- The Likert scale is best used to measure and evaluate a general topic and then drill down into specifics.
- The question asked with associated response choices, and the individual answers (e.g. "Very Satisfied", "Very Dissatisfied") are the Likert items.
- Agreement, Satisfaction, Excellence, etc. are called response anchors.
- Likert scales are not perfect. Data can sometimes be skewed from respondents doing the following:
 - They won't mark extreme answers (e.g "Very Dissatisfied") to avoid being perceived as having extreme views. This is called *central tendency bias*.
 - Agree with statements as presented or simply mark every answer as satisfied to not appear negative. Agreeing with all statements is called *acquiescence bias*.
 - They may avoid negative answer choices for the fear that their answers will be used against them.
 - Provide inaccurate answers to "look good" or to avoid "looking bad".

Step 5

Run the Calculations:
All Simple Math

Step 1: Insert the Objectives, Objective Weight (OW) & Metrics & Metric Weight (MW)

You Decide

You Decide

You Decide

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)					
Generate qualified leads	(35%)	Literature delivered	20%					
		# of qualified leads	65%					
		Increase sales w/ 60 days post event	15%					
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%					
		Immediate improvement in brand perception	50%					
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%					
Promote purchase/upgrade	(20%)	Qualified leads captured	60%					
		Improvement in intent-to-increase investment score	40%					
Grow event over previous	(15%)	Year-over-year growth	100%					
	100%							

Step 2: Multiply Objective Weighting (OW) by Metric Weighting (MW) to get Objective Metric Weighting (OMW)

$$(OW) * (MW) = (OMW)$$

Math

Event Objective	Objective Weighing (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)				
Generate qualified leads	(35%)	Literature delivered	20%	7%	← This is the proportion of the total this individual metric represents			
		# of qualified leads	65%	23%				
		Increase sales w/ 60 days post event	15%	5%				
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%	10%				
		Immediate improvement in brand perception	50%	10%				
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%	10%				
Promote purchase/upgrade	(20%)	Qualified leads captured	60%	12%				
		Improvement in intent-to-increase investment score	40%	8%				
Grow event over previous	(15%)	Year-over-year growth	100%	15%				
	100%			100%	← Sum of Objective Metric Weights = 100%			

Step 3: Insert Break-even (BE) Requirement Score

You Decide

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)	Break Even Level (BE)			
Generate qualified leads	(35%)	Literature delivered	20%	7%	100			
		# of qualified leads	65%	23%	200			
		Increase sales w/ 60 days post event	15%	5%	15%			
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%	10%	200			
		Immediate improvement in brand perception	50%	10%	10%			
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%	10%	10%			
Promote purchase/upgrade	(20%)	Qualified leads captured	60%	12%	100			
		Improvement in intent-to-increase investment score	40%	8%	10%			
Grow event over previous	(15%)	Year-over-year growth	100%	15%	5%			
	100%			100%				

Step 4: Insert “As Measured” Score

Measured

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)	Break Even Level (BE)	Actual Score (AS)		
Generate qualified leads	(35%)	Literature delivered	20%	7%	100	120		
		# of qualified leads	65%	23%	200	240		
		Increase sales w/ 60 days post event	15%	5%	15%	13%		
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%	10%	200	80		
		Immediate improvement in brand perception	50%	10%	10%	12%		
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%	10%	10%	15%		
Promote purchase/upgrade	(20%)	Qualified leads captured	60%	12%	100	30		
		Improvement in intent-to increase investment score	40%	8%	10%	10%		
Grow event over previous	(15%)	Year-over-year growth	100%	15%	5%	6%		
	100%			100%				

Step 5: Calculate % to Goal by Multiplying Break-even (BE) x Actual Score (AS)

$$(BE) * (AS) = (PG)$$

Math

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)	Break Even Level (BE)	Actual Score (AS)	% to Goal (PG)	
Generate qualified leads	(35%)	Literature delivered	20%	7%	100	120	120%	
		# of qualified leads	65%	23%	200	240	120%	
		Increase sales w/ 60 days post event	15%	5%	15%	13%	86%	
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%	10%	200	160	80%	
		Immediate improvement in brand perception	50%	10%	10%	12%	120%	
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%	10%	10%	15%	150%	
Promote purchase/upgrade	(20%)	Qualified leads captured	60%	12%	100	120	120%	
		Improvement in intent-to increase investment score	40%	8%	10%	10%	100%	
Grow event over previous	(15%)	Year-over-year growth	100%	15%	5%	6%	120%	
	100%			100%				

Step 6: Calculate Weighted Actual vs. Break-even. Sum to get %ROI

$$(OMW) * (PG) = (WABE)$$

Math

Event Objective	Objective Weighting (OW)	Metric	Metric Weighting (MW)	Objective Metric Weighting (OMW)	Break Even Level (BE)	Actual Score (AS)	% to Goal (PG)	Weighted Actual vs. Break-even (WABE) = (OMW)X(PG)
Generate qualified leads	(35%)	Literature delivered	20%	7%	100	120	120%	8%
		# of qualified leads	65%	23%	200	240	120%	28%
		Increase sales w/ 60 days post event	15%	5%	15%	13%	86%	4%
Enhance brand position	(20%)	Prospect interactions w/ reference customers	50%	10%	200	80	80%	8%
		Immediate improvement in brand perception	50%	10%	10%	12%	120%	12%
Increase customer loyalty / reduce churn	(10%)	Improvement in customer satisfaction score	100%	10%	10%	15%	150%	15%
Promote purchase/upgrade	(20%)	Qualified leads captured	60%	12%	100	30	120%	14%
		Improvement in intent-to increase investment score	40%	8%	10%	10%	100%	8%
Grow event over previous	(15%)	Year-over-year growth	100%	15%	5%	6%	120%	18%
	100%			100%				ROI = 115%

Sum

Math

ROI = 115%

Event Success Process

SO...

$$\left(\text{Sum of Objectives} \right) \times \left(\frac{\text{Actual Performance}}{\text{Break-even Performance}} \times \text{Weighting} \right) - 1 = \% \text{ ROI}$$

$$\text{(\%)} \text{ ROI} = 115\% - 1 = 15\%$$

$$\text{(\$)} \text{ ROI} = \$80,000 \times 15\% = \\ \$12,000$$

Final Thoughts

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

Enables Stakeholders To Evaluate a Specific Event

vs.

Other Marketing & Investment Opportunities



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