

Measurement of Events



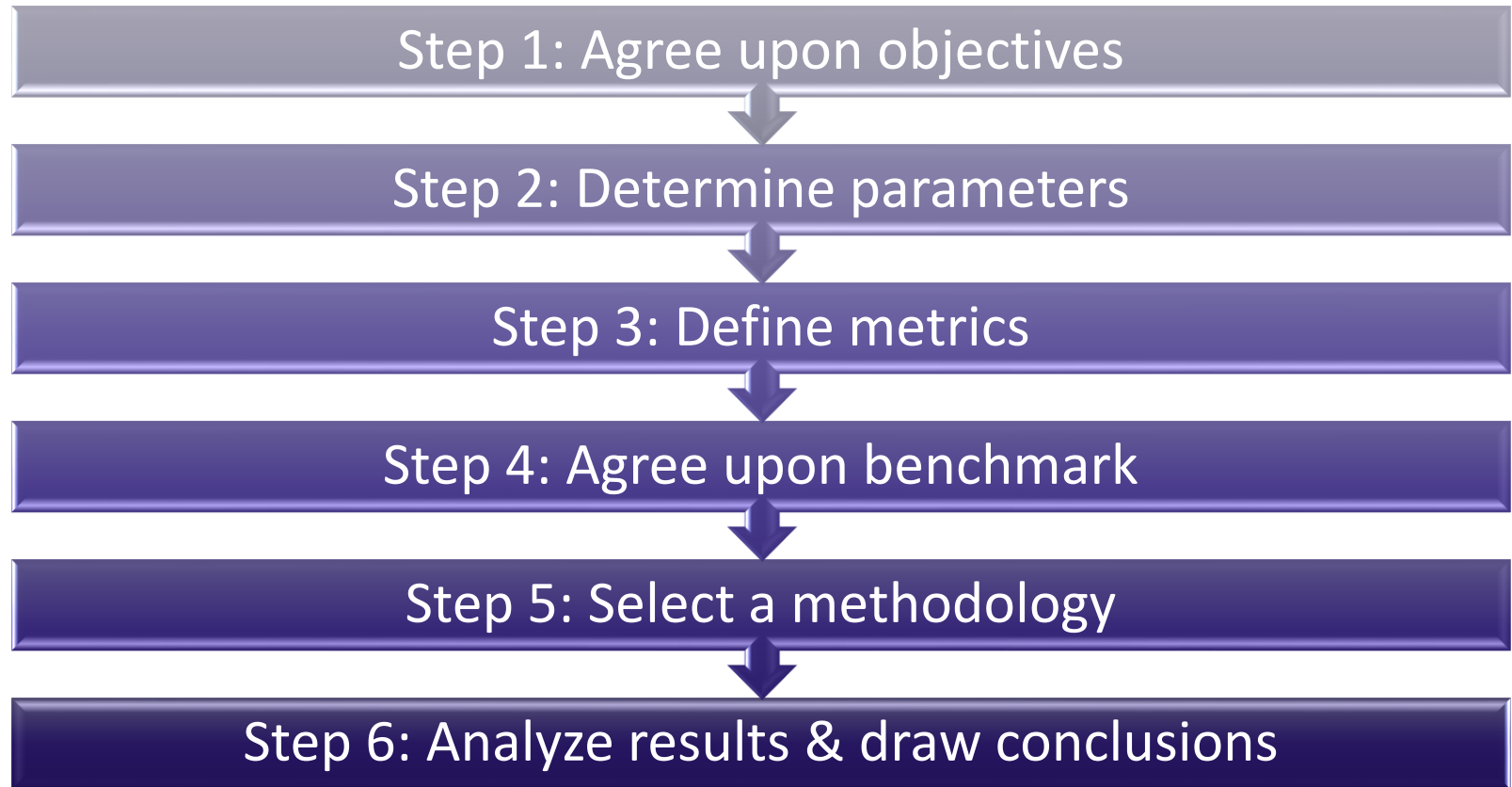
Measurement Hour
August 24th, 2016
Katie Delahaye Paine, CEO
Paine Publishing

How to Calculate ROI

- ▶ Option 1. Cost Efficiency
 - ▶ Cost per minute spent with prospect
- ▶ Option 2. Future Cost Avoidance
- ▶ Option 3. Increase Customer Value



The Six Steps



Step 1: Agree Upon Objectives

S	SPECIFIC
M	MEASURABLE
A	ATTAINABLE
R	RELEVANT
T	TIMELY

- ▶ Make sure they are SMART
- ▶ Typical objectives:
 - Generate qualified sales leads
 - Introduce a new product or strategy to the marketplace
 - Position CEO or other member of the leadership team as an subject matter or industry expert
 - Increase brand awareness, consideration, or preference
 - Increase time spent with key customers or prospects
 - Increase trust, build relationships
 - Build customer loyalty, knowledge/awareness of product, and increase adoption

Step 2: Determine Parameters

- ▶ Target audience?
- ▶ Budget?
- ▶ Timing?
- ▶ Key messages?
- ▶ Competitors?
- ▶ Logistics?



Step 3: Define Metrics

▶ Activity Metrics:

- ▶ Share of desirable voice
- ▶ Share of leadership positioning
- ▶ Share of desirable visuals
- ▶ Share of #
- ▶ % of visitors that were qualified
- ▶ % of invitees that participate

▶ Outcome Metrics:

- ▶ % increase in qualified leads
- ▶ % reduction in cost per minute spent with prospect
- ▶ % increase in future value of contacts
- ▶ % increase in trust

Step 4: Agree Upon a Benchmark

- ▶ Other events/shows?
- ▶ Other marketing activities?
- ▶ Last year's event?
- ▶ The competition?



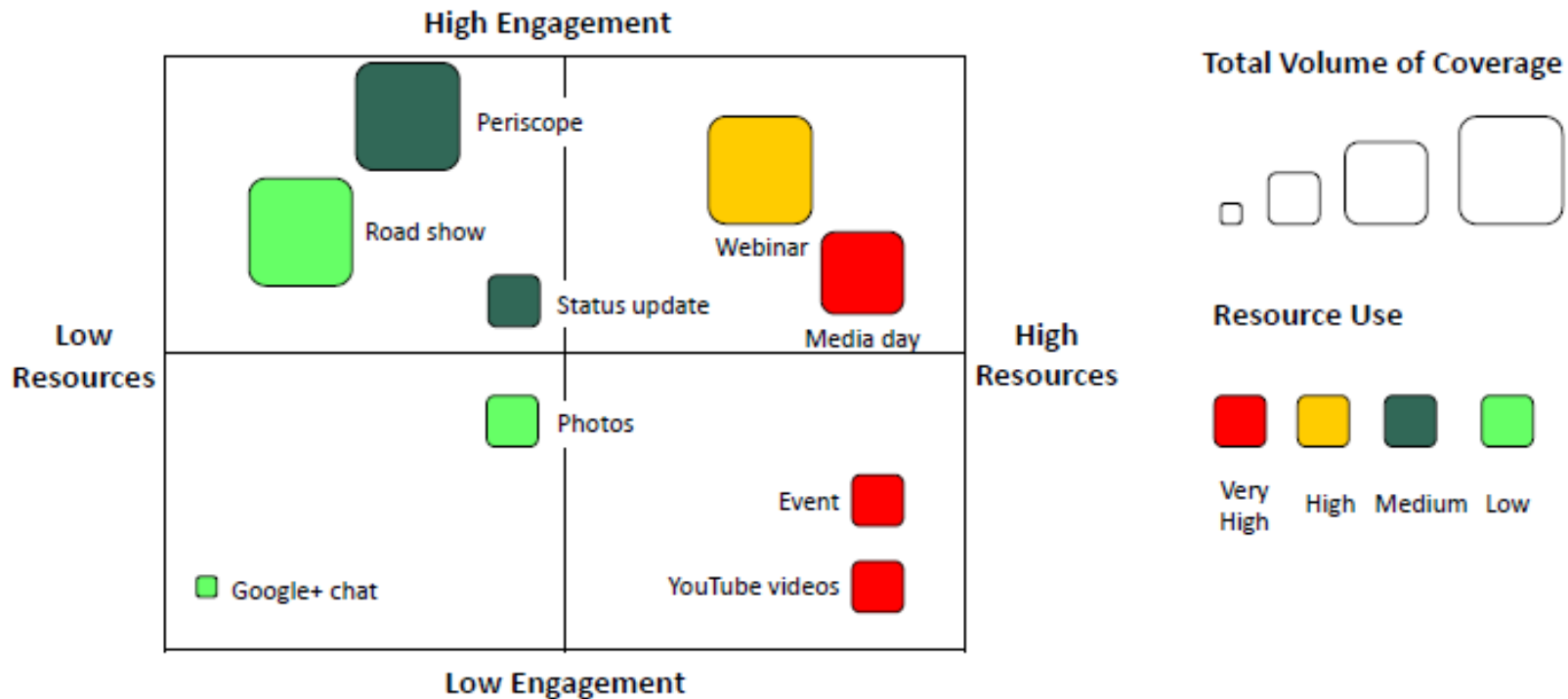
Step 5: Select a Methodology

- ▶ Media monitoring/social listening
- ▶ Pre/post surveys
- ▶ On-site surveys
- ▶ Digital/social analytics
- ▶ CRM



Step 6: Analyze Results & Draw Conclusions

- ▶ What worked, what didn't?
- ▶ Engagement vs. Resource Use:



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