Event ROI:
Measuring Success Beyond Attendance Numbers

Event Account Engagement
8,334
Ad
Custom Email Invite
Custom Landing Page
Registration
Push Notification Reminder
Suggested Content
Suggested Exhibitors
Custom Follow-Up
Invite for Upcoming Webinar

Key Industry Insights

In-Person Events	Virtual Events	Hybrid Events	Engagement	Financial Metrics
76% of attendees find in-person events better for networking[1]	**92%** of organizers rate online events as successful[3]	**70%** of events are hybrid, combining virtual and in-person[1]	**67.5%** of attendees see mobile apps as crucial for events[1]	**$59/$19** Average ticket price: $59 for large, $19 for small events[2]
60% of organizers will increase ticket prices in 2024[2]	**80%** find virtual events more cost-effective than in-person ones[1]	**90%** believe large-scale events will be hybrid or virtual within two years[3]	**62.9%** believe wearable tech enhances event satisfaction[1]	**41.9%** of organizers saw revenue growth in 2023 B2B conferences[1]

Why Measure Event ROI?

- **Defined:** The return on investment from an event, encompassing more than just attendance.
- **Importance:** Understanding the comprehensive impact and value derived from events.

Quantifying Success: Event Metrics & ROI Measurement

Pre-Event Metrics
Marketing Reach
- Website Visits (WV)
- Email Open Rate (EOR)

Registration Data
- Registration Growth Rate (RGR)
- New Contacts/Leads Generated (NC/LG)

During-Event Metrics
Engagement Levels
- Session Waitlist/Capacity (SW/C)
- Attendee Chat Participation Rate (ACPR)

Content Consumption
- Resource Downloads (RD)
- Session Replays (SR)

Post-Event Metrics
Feedback and Satisfaction
- Surveys Per Attendee (SPA)
- Community Growth (CG)

Content Engagement
- Resource Downloads (RD)
- Session Schedule Rate (SSR)

Financial Metrics
Revenue Generation
- Sponsorship Revenue (SR)
- Event Revenue (ER)

Cost Management
- Cost per Lead (CPL)
- Return Rate (RR)

Networking & Relationship-Building
New Connections
- New Contacts/Leads Generated (NC/LG)
- Attendee Chat Participation Rate (ACPR)

Partnership Opportunities
- Exhibitor Meetings (EM)
- Lead Value Generated (LVG)

Brand Impact
Brand Awareness
- Media Exposure (ME)
- Share of Voice (SV)

Reputation Enhancement
- Community Growth (CG)
- Attendee Satisfaction (AS)

Long-Term Impact
Lead Generation
- New Contacts/Leads Generated (NC/LG)
- Cross-Sell/Upsell Leads Generated (C/ULG)

Customer Retention
- Sponsor/Exhibitor Renewal Rate (S/ERR)
- Return Rate (RR)

Maximizing Future Success
Attendee Growth
- Registration Growth Rate (RGR)
- Community Growth (CG)

Sponsorship & Speaker Engagement
- Total Sponsors/Exhibitors (TS/E)
- Speaker Growth Rate (SGR)

Taking Actionable Steps

- **Leverage Event Marketing Platforms** Use tools to manage and track events.
- **Set Clear Objectives** Define success criteria beyond attendance numbers.
- **Gather Diverse Data** Collect metrics from various engagement and financial sources.
- **Review Data Regularly** Analyze metrics periodically to identify improvement areas.

- **Engage Attendees Effectively** Use gamification tools to maintain participant interest.
- **Utilize Event Technology** Implement tech solutions to track key performance indicators.
- **Focus on Networking** Provide opportunities for meaningful connections and follow-ups.
- **Measure Long-Term Benefits** Track lead conversions and customer retention rates.
- **Present ROI to Stakeholders** Share comprehensive ROI data to secure future support.
- **Iterate and Improve** Continuously refine event strategies based on feedback and data.

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RESOURCES:
1. https://upmetrics.co/blog/event-planning-industry-statistics
2. https://info.eventvesta.com/resources/event-industry-statistics/
3. https://www.eventcube.io/blog/key-event-industry-statistics-data-trends-and-insights-in-2024