



CANCEL ALL EVENTS

# Do events still matter in the marketing mix?



Hosting, attending and exhibiting at events makes up the largest percentage of corporate marketing budgets.

Forrester, 2014



79% of companies see events as very important to their business

Forbes, 2014



Share of marketers considering event marketing as efficient:  
63%

Statista, 2013



**59% of marketers claim they have no way to measure event ROI**

"The State of Event Marketing", Hubspot and Eventbrite 2014

**Share of companies with a clear understanding about marketing's contribution to success: 3,6%**

OWM / McKinsey 2012



The ROI of events is measurable.

# Open the App



**EXPERIENTIAL  
MARKETING  
CONFERENCE 2018**

Agenda

Questions

Sponsors

**boussias  
communications**  
Profile

Quiz

Graphs

Event Evaluation

Powered by Conference.com ©  | contact us!

The app interface features a dark header with the event title. Below is a grid of icons for Agenda, Questions, Sponsors, Profile, Quiz, Graphs, and Event Evaluation. A red arrow points from the Profile icon to the Quiz icon. The footer contains the text "Powered by Conference.com ©" followed by a Twitter icon and "contact us!".



# How to measure ROI?







$$\text{ROI} = \frac{\text{Monetary impact} - \text{costs}}{\text{Event Costs}} \times 100$$





## STRATEGIC PRIORITIES

BRAND

PROFIT



Annual Conference Vision 2012

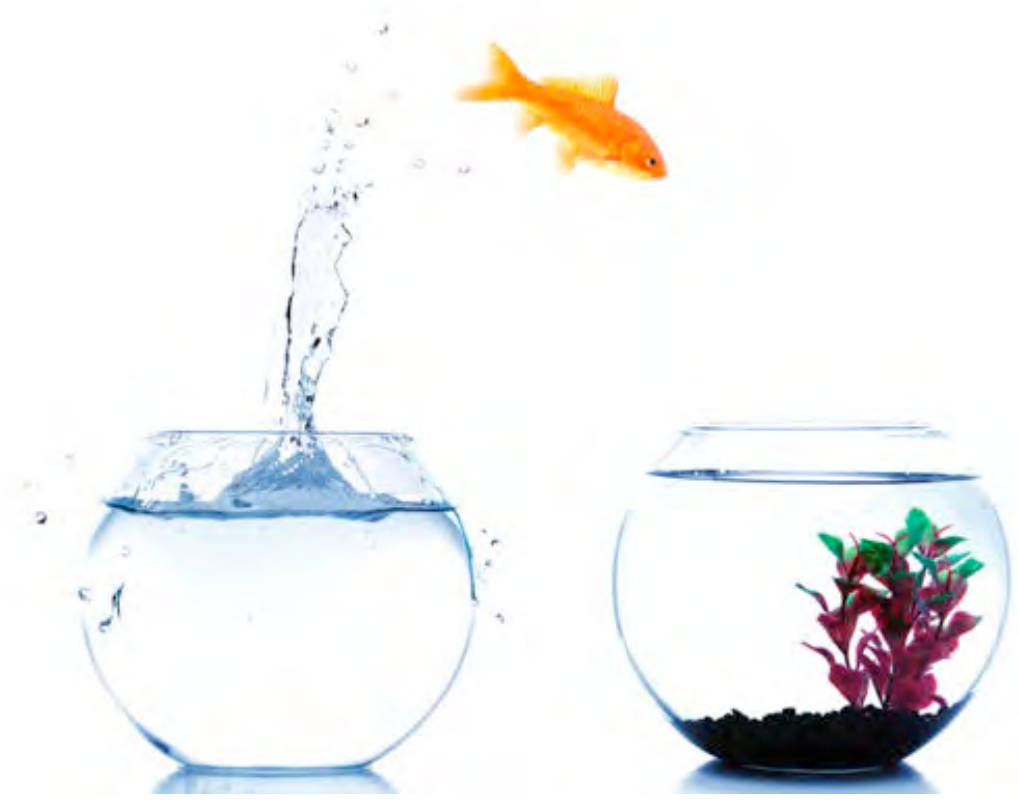
# Business Impact

Sales increase of 5% within 12 months for product x across EMEA (up-sell, cross-sell into into existing customers)

Sponsor revenue and ticket sales increase of 10% for 2013









”What exactly do you know today  
that participants should do differently  
after the event  
in order to make more money?



# Principle of value creation at events

...turn emotions into action.

Motivate participants to DO something, that creates value to stakeholders at a lowest possible cost.

# Marketing Funnel



## Behavior objectives per category

75% of opinion leader will post positive articles/blogs after the conference

60% of technical audience sign up for trainings/webinars post-event.



58% of senior management requests a follow-up appointment or more information about the products launched at the event.





“And why don’t they do this already?”



Buyer  
Persona



## Information & Skills

85% of participants can re-call the improved product features to protect their information.

80% of training participants can explain how to reduce downtime risks.



# Attitude

85% of participants confirm that they learned something new of value to their job or business

70% of participants confirm the low risk and complexity of implementation after joining the hands-on training



# Relationship

80% of participants confirm reliability of customer service after the meeting.

90% of participants confirm that they met new contacts of value to their business.





# Learning environment / Satisfaction

85% confirm that the content was relevant for their job.

90% confirm the professional organisation of the conference.

90% will recommend the conference to others



# Target Participants

50% of participants have  
decision making authority

70% have a high cross-sell  
or up-sell potential  
(concrete investment  
plans)



# Event ROI Methodology



# Event ROI Methodology

ROI: Profit to event cost

Reporting tools, Isolation techniques

Expert feedback, CRM

Surveys pre-, on-site and post-event

Online survey post-event

Reg numbers / quality, CRM data



# What we have learned...

Know how to calculate and plan the ROI

Set business impact objectives first

Define what behavior is needed to achieve them

Define the required learning results per category

Create an experiential learning environment for good learning results

Focus on participants with the biggest learning gap





## What's in for me? You will...

Understand stakeholder needs better

Increase the effectiveness of events

Reduce wasted budget

Be data-driven – no assumptions

Benchmark results and optimize communication strategy

Sustain or increase event budgets

Prove the holistic value of events including ROI

Build competitive/career advantage





The ROI of events is measurable.



Quiz: The chain of impact  
Assign the following objecties to the right level

Participants rate this event as a good investment for their company



10% increase of ticket sales for the next event





80% of participants share information with colleagues and ask them to join next time



Participants learned something new about experiential marketing and can explain it to a colleague





If you always do, what you always did – you will  
always get what you always got.

(Lincoln)

Thank you