

Escape the Tyranny of ROI and Measure what Matters

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CONNECTION
ANALYSIS
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Your host: Dax Callner

- Chief Strategy Officer – GES Events
- Over 20 years of experience leading strategy practices and working with some of the world's leading brands, including P&G, American Express, GE, eBay, MasterCard, Google, Intel, Microsoft, Motorola, Dell, Kraft, Bloomberg, General Mills and many others.
- Singer/songwriter



Agenda

- **The “ROI” Quagmire**
- **The 4 Event Metrics that Matter**
- **Anticipated Pipeline: a Deeper Dive**

ROI: The Classic Definition

Investment:

how much you spent

Return:

how much you got back

But Wait...

What does an event or exhibit cost?

And Also...

How does an event impact sales?

In Conclusion...

Event ROI is impossible to measure.

In Conclusion...

Event ROI is impossible to measure.

Let's stop trying.

Stakeholder Change Management

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- Make it a business vs. event conversation

Stakeholder Change Management

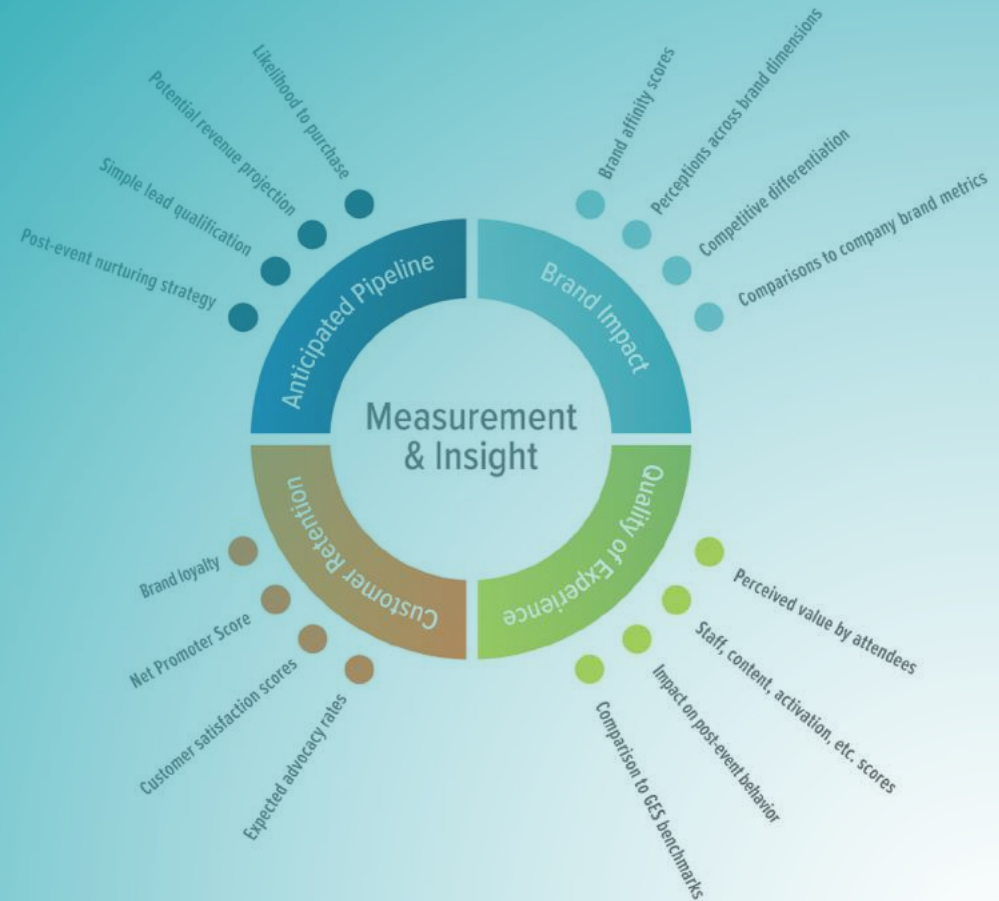
- Make it a business vs. event conversation
- Align on principles: why do we do events?

Stakeholder Change Management

- Make it a business vs. event conversation
- Align on principles: why do we do events?
- Put the audience at the forefront

THE FOUR METRICS THAT MATTER

1. Anticipated Pipeline
2. Brand Impact
3. Customer Retention
4. Quality of Experience



Effective Data Collection

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- **Intercept surveys**

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- **Post-event visitor surveys**

Effective Data Collection

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- **Post-event visitor surveys**
- **Post-event staff surveys**

Effective Data Collection

- **Intercept surveys**
- **Post-event visitor surveys**
- **Post-event staff surveys**
- **Lead data**

Anticipated Pipeline: The Deep Dive

Events are *opportunity engines*

Anticipated Pipeline evaluates the level of opportunity created – it is *predictive*

Getting to Anticipated Pipeline

How does the organization make money?

How can the event impact relevant revenue streams?

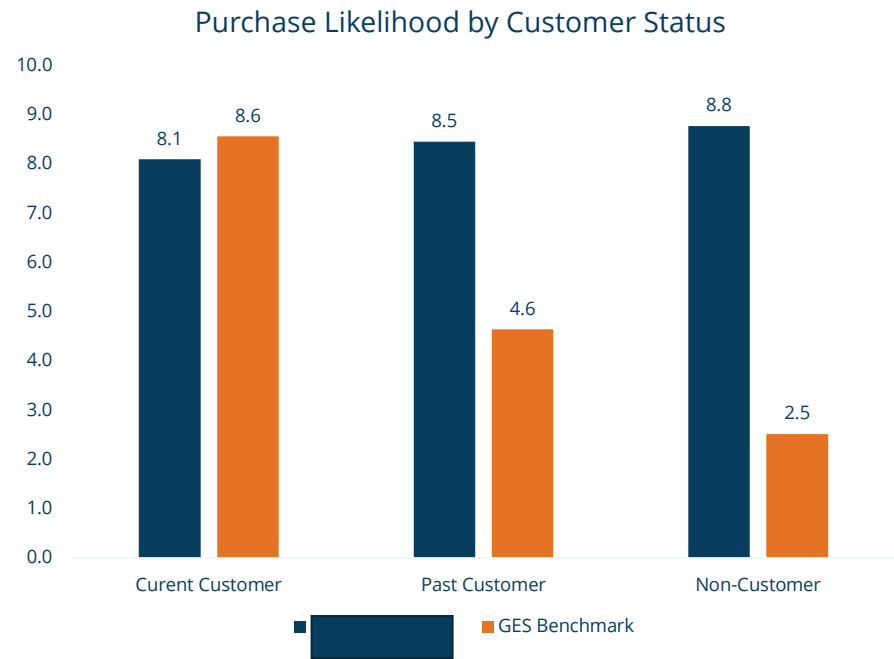
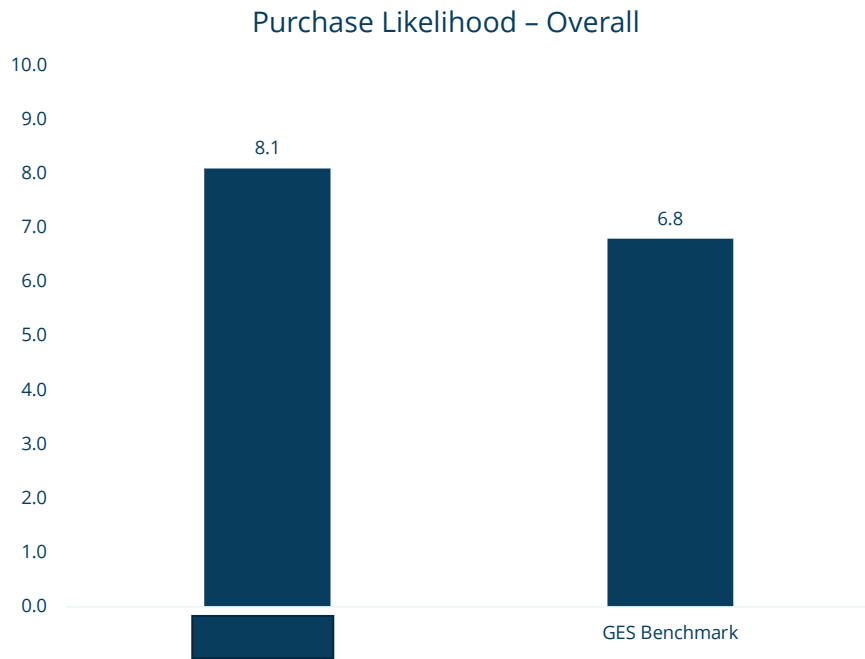
Getting to Anticipated Pipeline

Survey “likelihood to purchase” rates against each relevant revenue stream

Also ask about likelihood to purchase from the organization overall as a result of the event experience

Purchase Likelihood Very High Relative to GES Benchmark

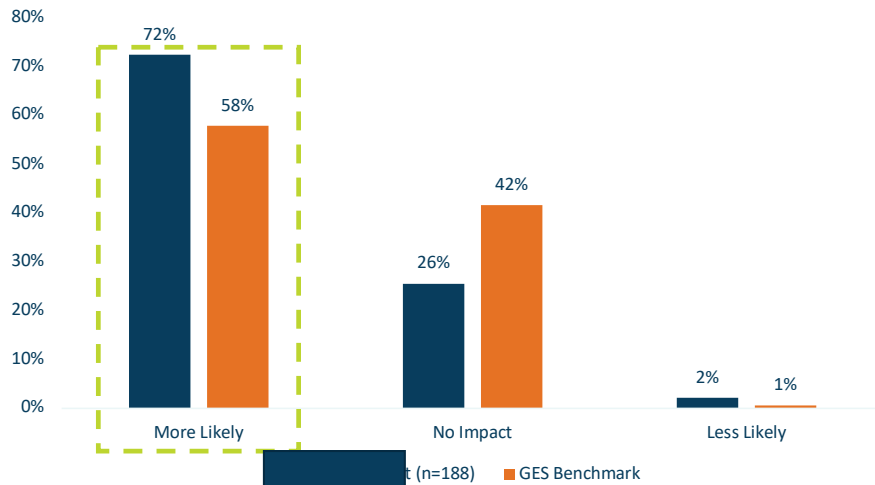
Attendees at [redacted] indicate a high level of purchase likelihood, providing an average rating of 8.1 out of 10.0 overall, compared to the GES benchmark of 6.8.



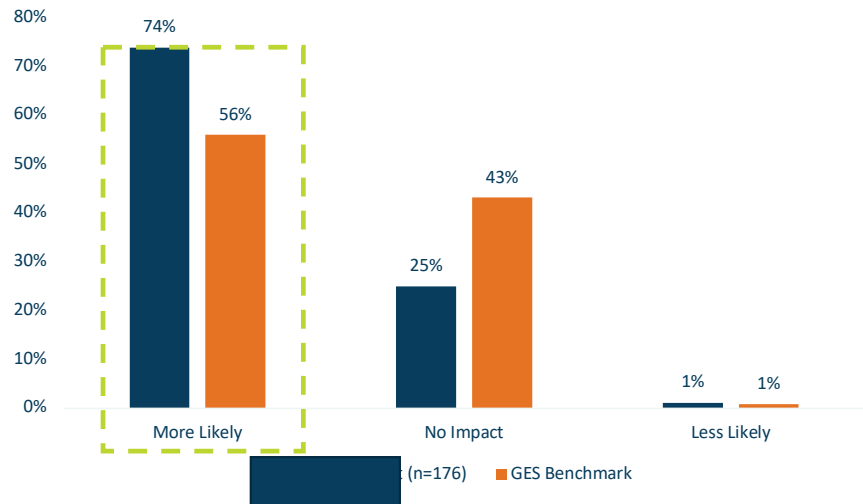
72% Indicated Participation at XXX Made Them More Likely to Purchase

As shown below, XXX surpassed the GES Benchmark for impact on purchase intent, with 72% indicating they were more likely to purchase after having attended XXX (compared to 58% for the GES Benchmark). This rate was **even higher among current customers**, showing that **XXX has a strong impact on customer retention**.

Did Your Participation Make You More Likely, Less Likely or Have No Impact On Your Purchase Likelihood?
All Respondents



Did Your Participation Make You More Likely, Less Likely or Have No Impact On Your Purchase Likelihood?
Current Customers



Working with Leads

**Leads are likely tied to products/services
showcased at the event**

Working with Leads

1. Qualify all “inquiries”

Is the person a decision maker or influencer?

2. Rate all leads

What is their timeframe for making a change?

3. Calculate potential revenue

= (warm + hot leads) x revenue for products showcased

In Conclusion...

Use metrics that connect to business and attendee outcomes

In Conclusion...

Predict sales impact

In Conclusion...

Let's kill "ROI" once and for all.

Thank You

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