



ROI

Set ROI-Driven Event Goals and Objectives

STEP 01



Event Budget

Creating an event budget is critical. Not only will it help you avoid overspending, but it will give you a clearer picture of what you need to prove ROI.

STEP 02



Design and planning

Your event management platform becomes your event planning hub : the control center for all of your event details, activities, and components.

STEP 03



Day of the Event

To ensure event-day success, create a minute-by-minute event walkthrough for your internal teams that specifies each activity and team responsibility.

STEP 04



Evaluate

Your event goals,Forecasting goals,Other KPIs / metrics,Sponsor impressions,Attendee impressions,Event committee performance

STEP 05

STEP 06



Define Success

Define how you're going to measure the success of your marketing campaign.