

# The power of live events



## Build your ROI Emergency Kit:

5 tips for proving the value of your events



# How to avoid an ROI emergency

- What we mean by ROI and how it relates to event value.
- 5 tips for avoiding the ROI emergency
  - Capture the right data
  - Share that data with critical systems
  - Attendee experience = proof positive ROI
  - Focus on brand
  - Event retention means cost reduction

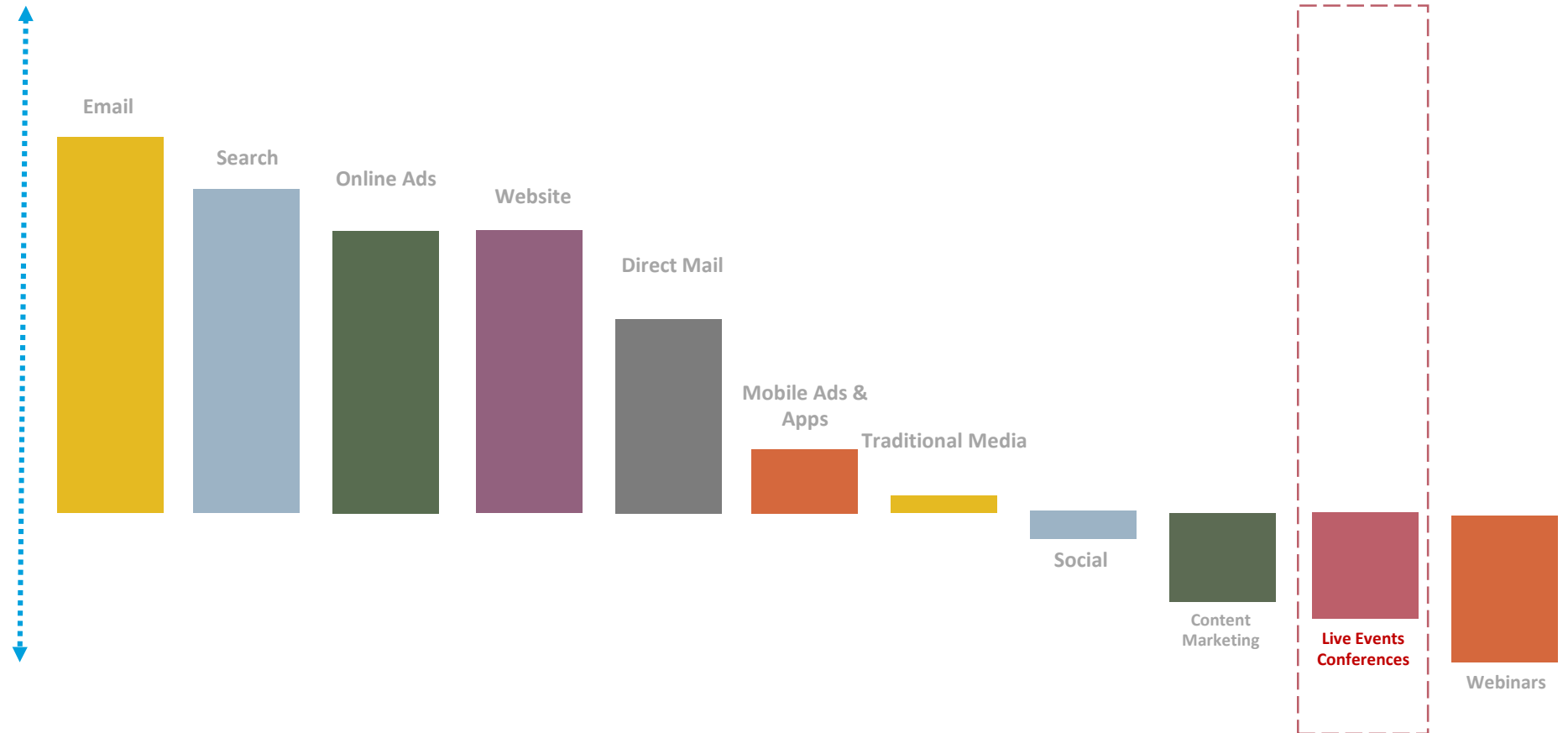


# 91%

of event planners believe their meetings and events are effective

# Ability to Track ROI by Marketing Tactic

Ability to  
effectively  
track ROI





# Return

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# Investment

# 5 Tips for avoiding the ROI emergency

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# #1

Capture the right data



# Expressed Interest



800 km

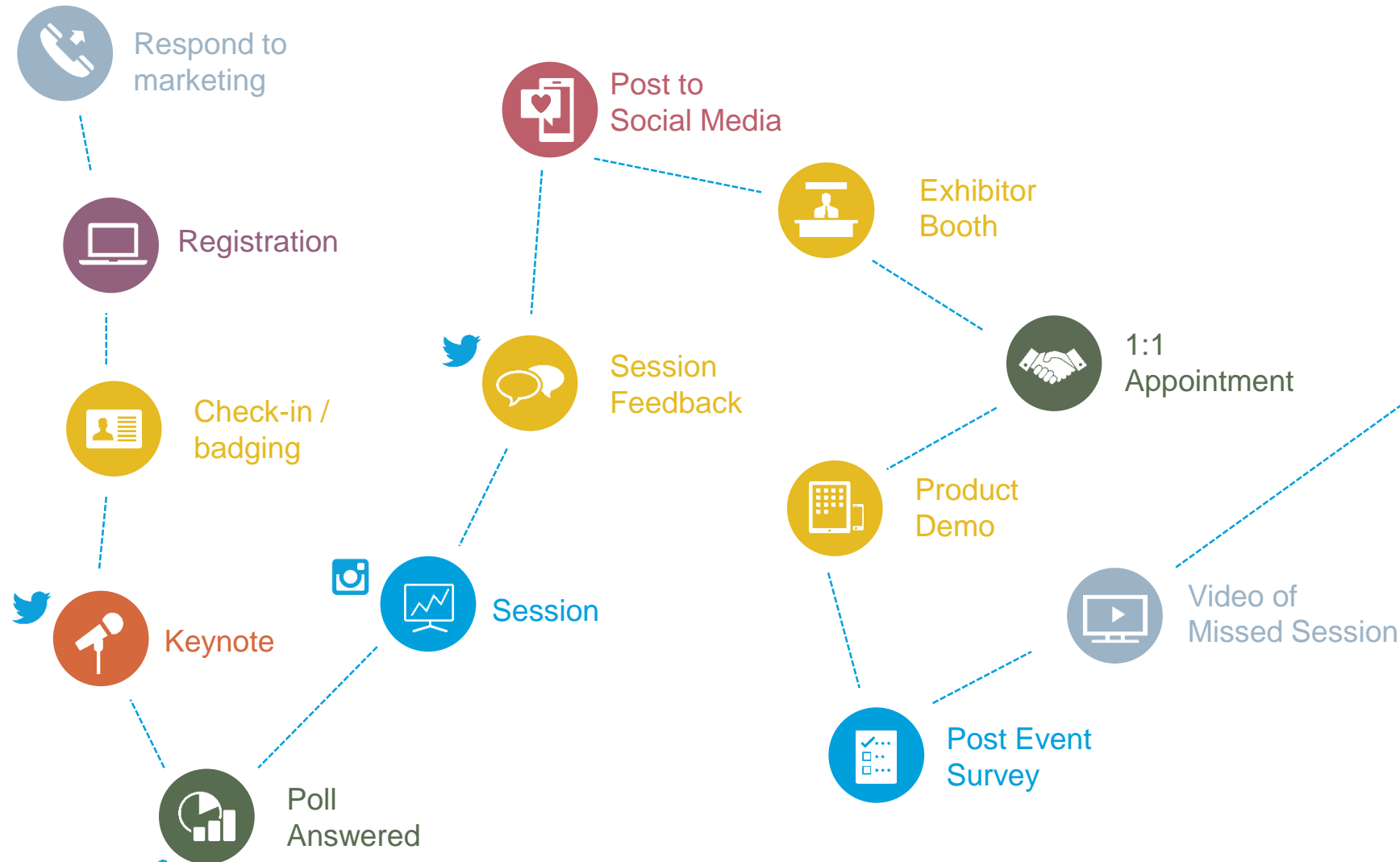


\$1,000+



2-3 Days

# What does the right data look like?



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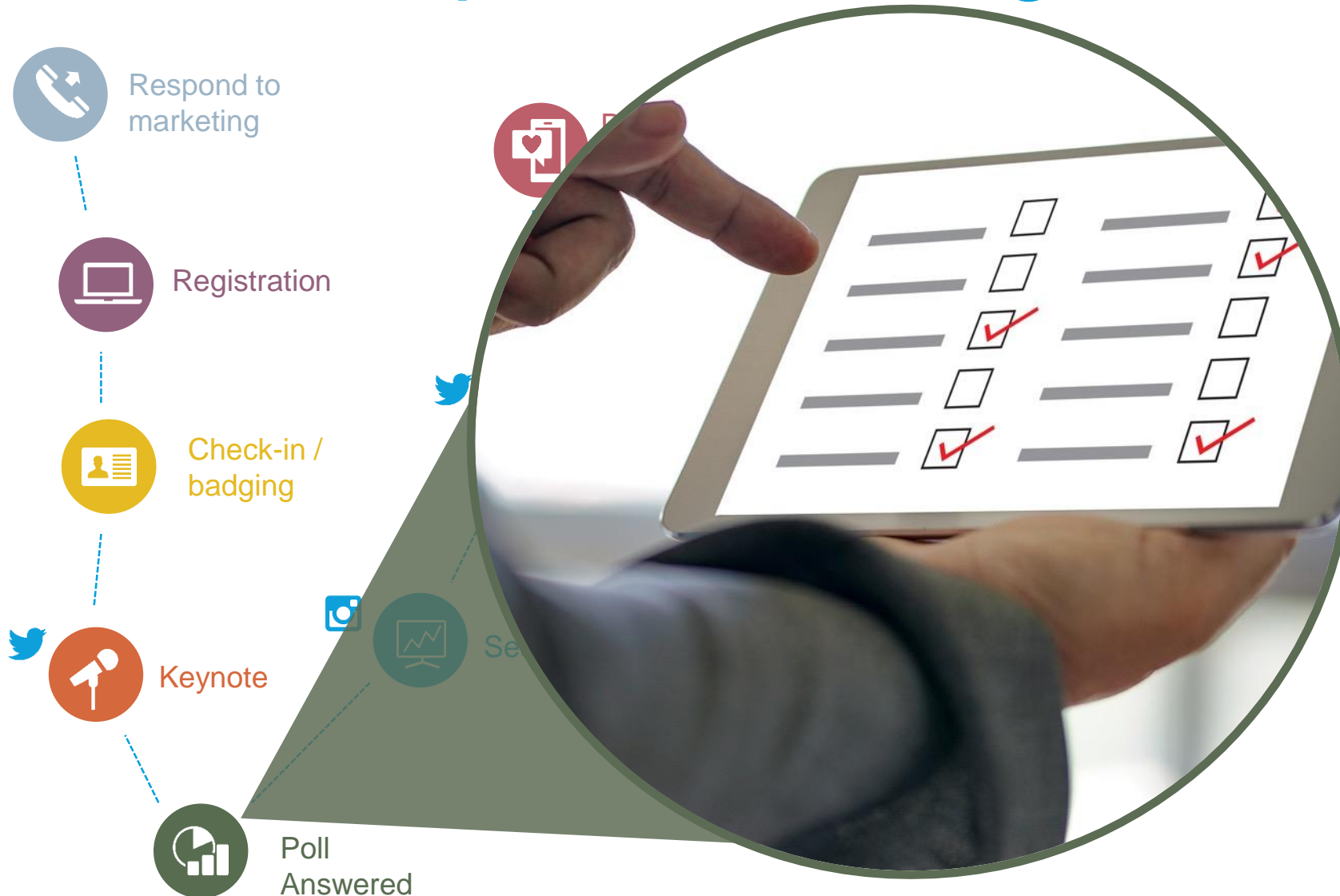
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# Did they show up?





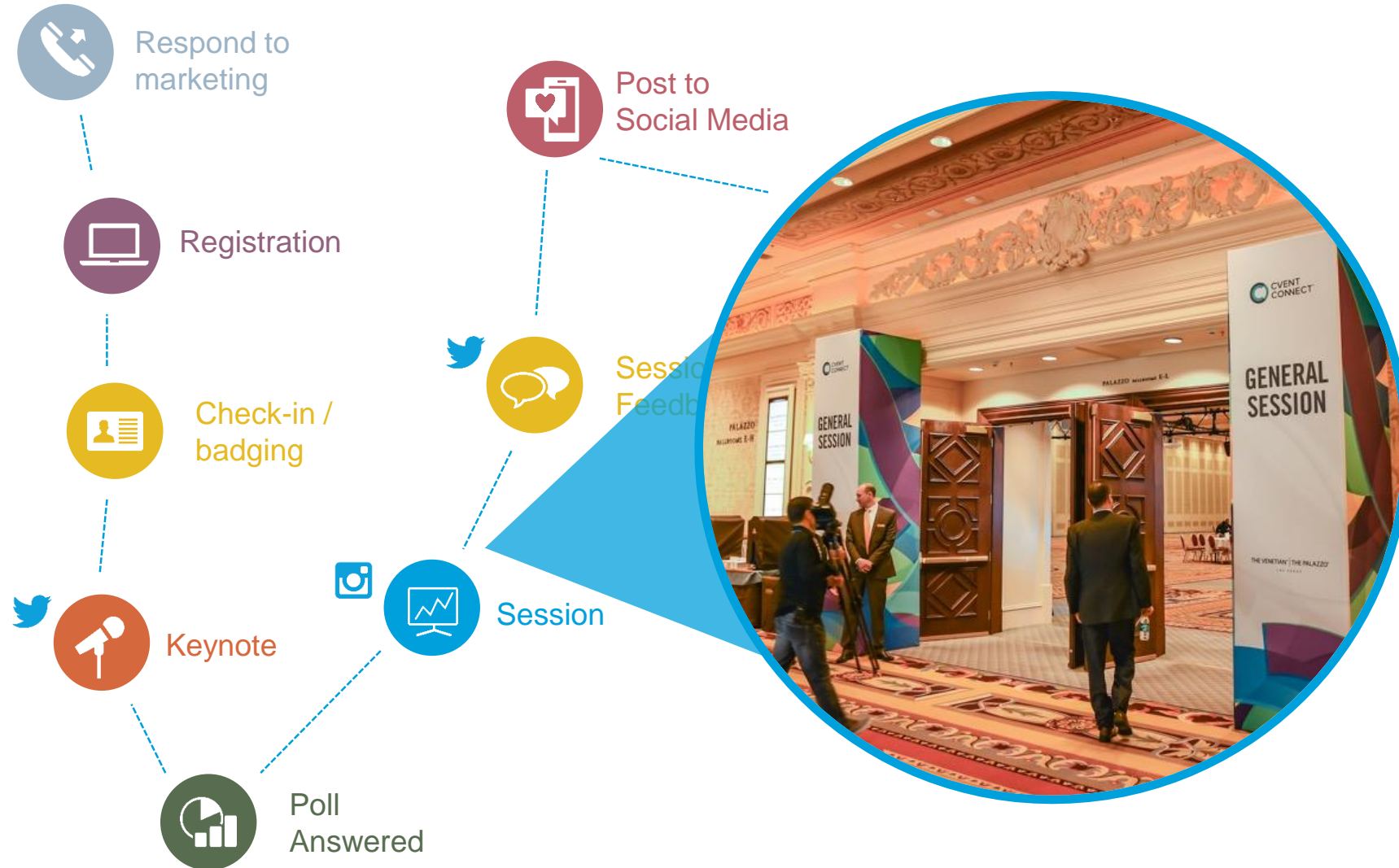
# Polls provide insights



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# Attendees vote with their feet



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# Did they like the session?





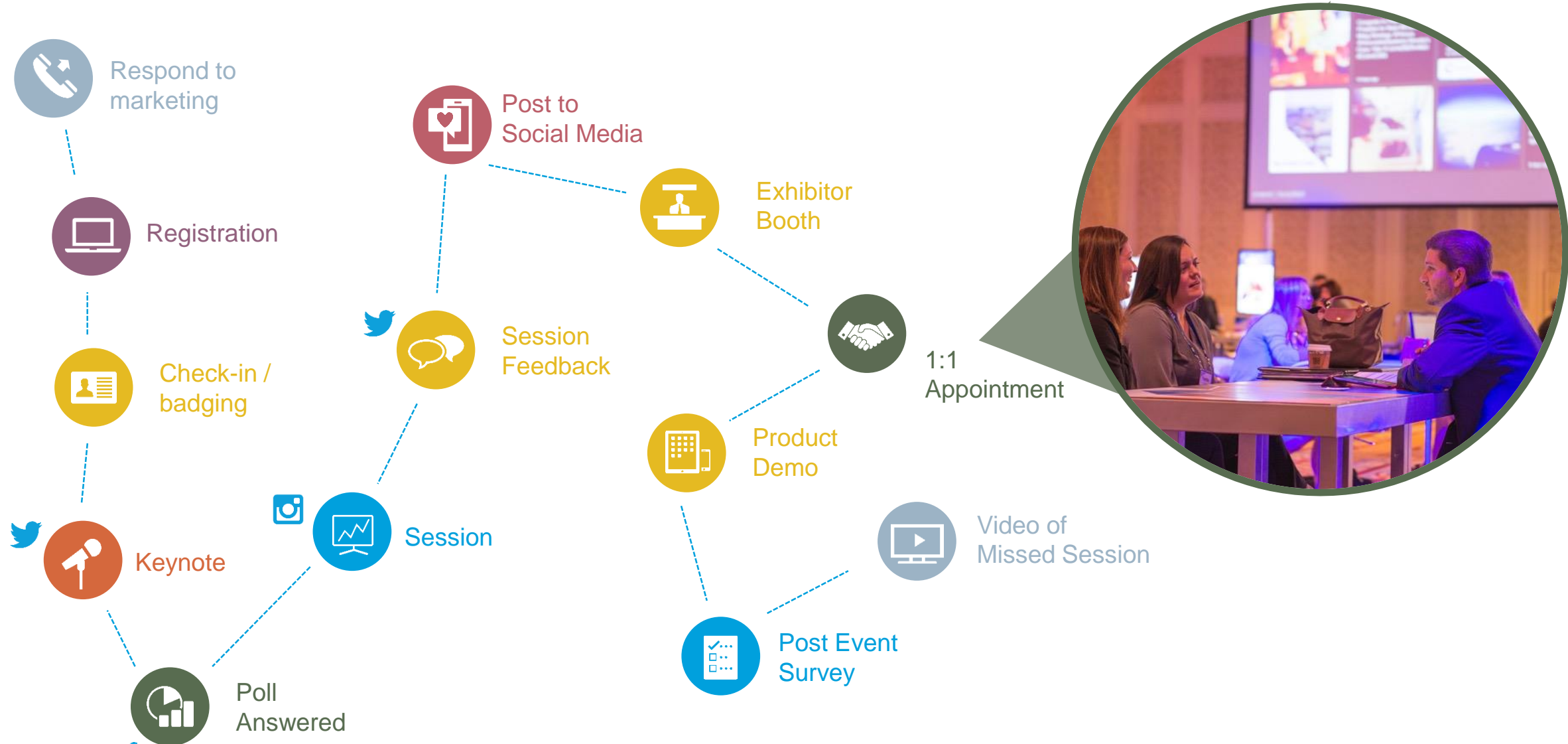
# Product interest signal



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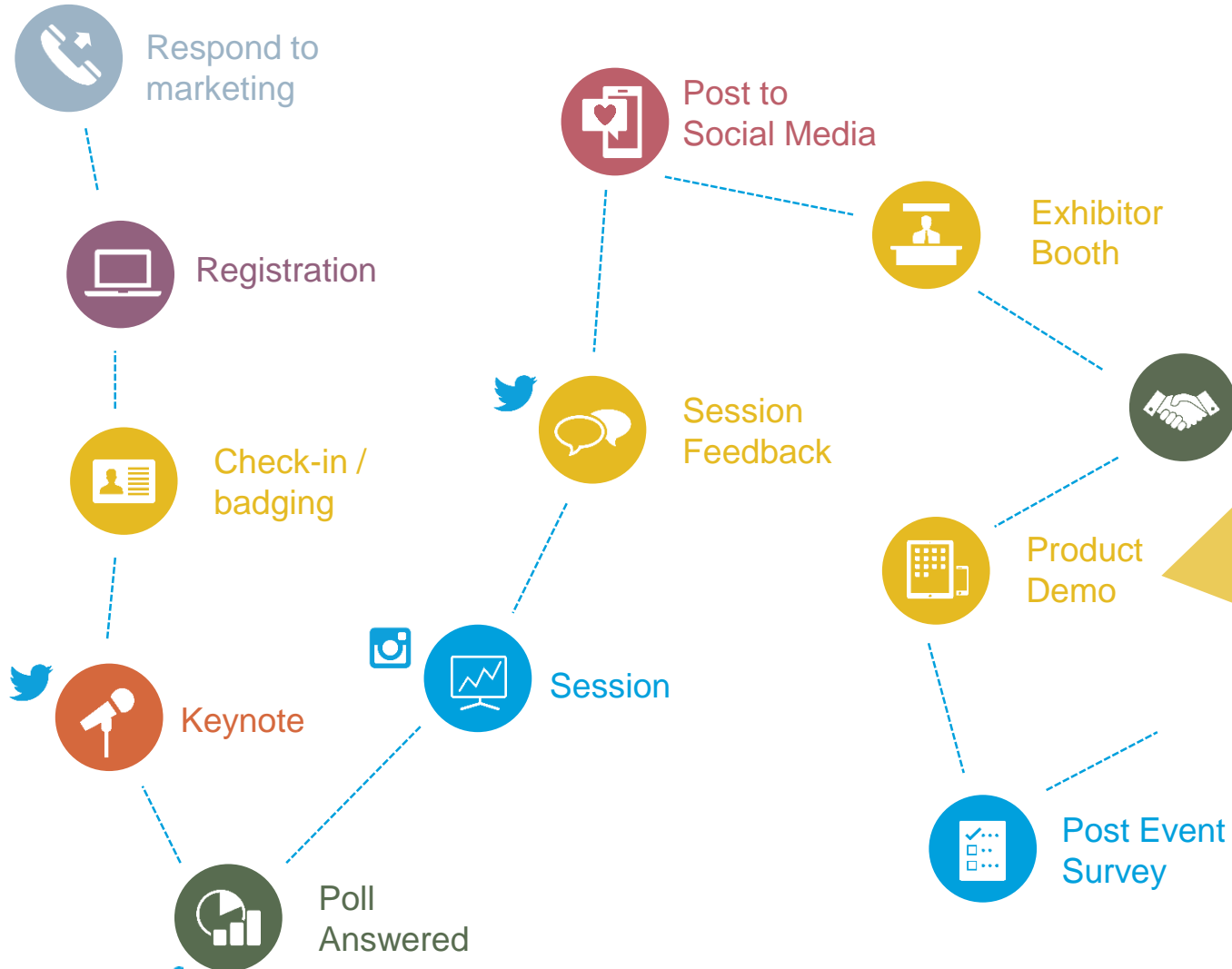
# Who do attendees meet with?



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# Demos show serious product interest

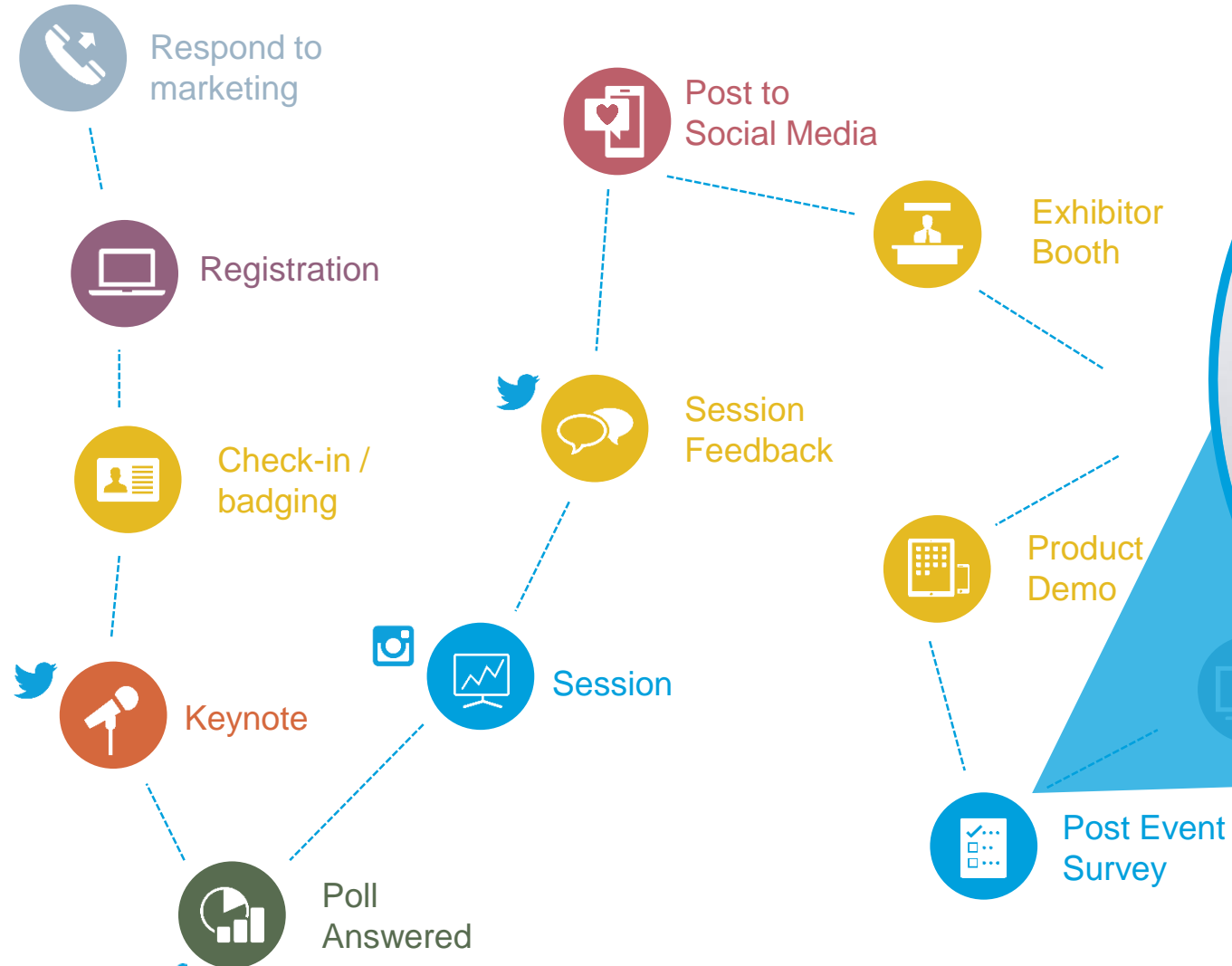


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# Ask about satisfaction



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# #2

Share it with critical systems





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# Simple mission for live events

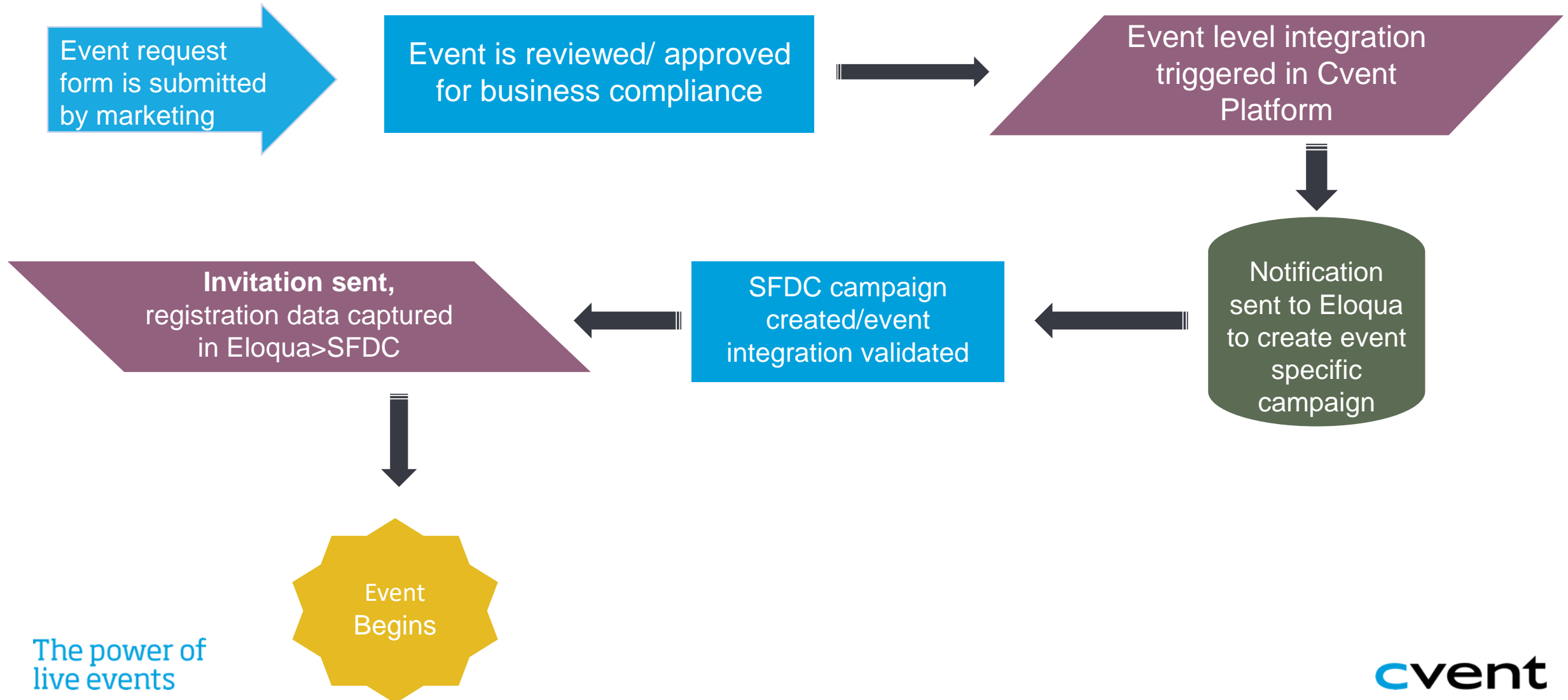
- Digitize
- Simplify
- Collect data and use it to make good business decisions.



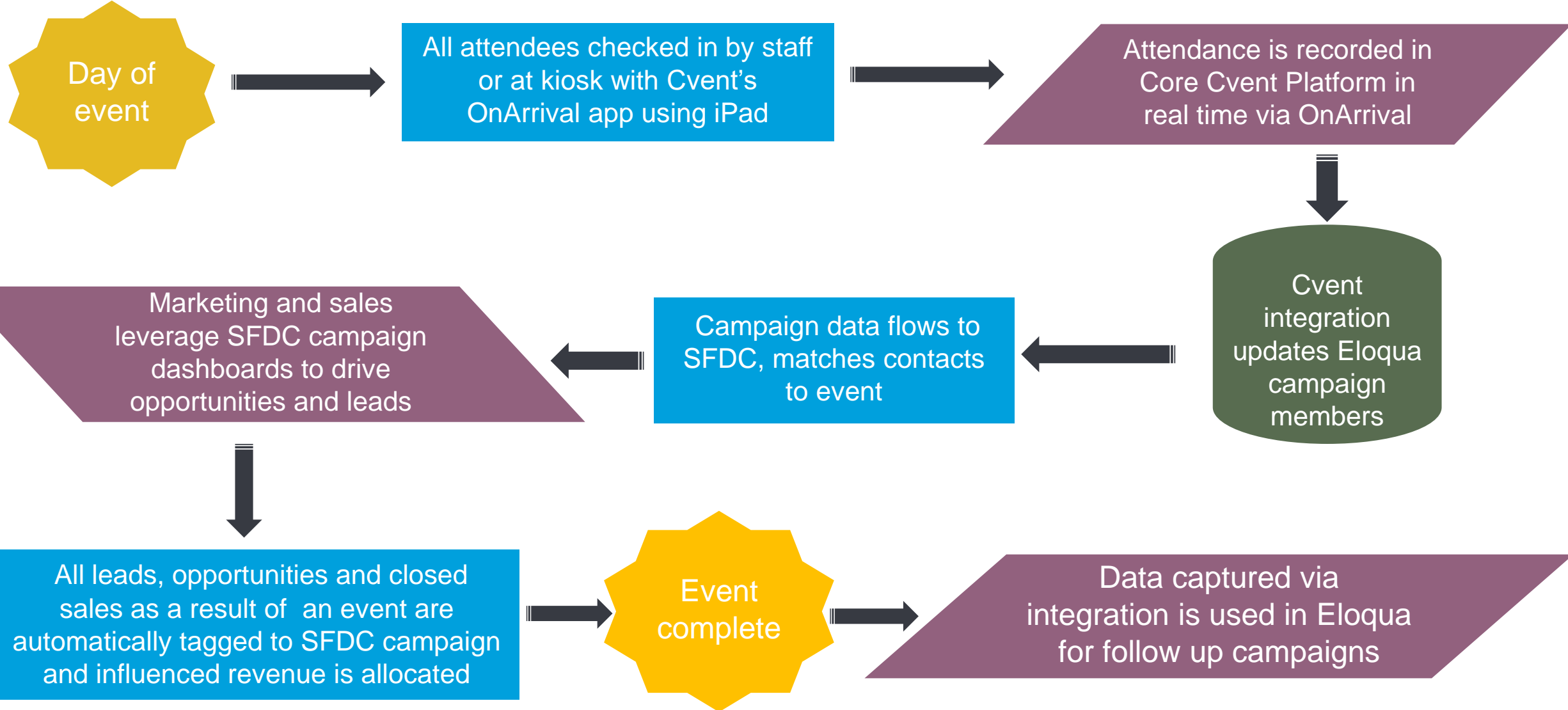
**Kevin Borwick**

Marketing & Sales Operations

# Pre event using Cvent Check-in



# Post event using Cvent Check-in



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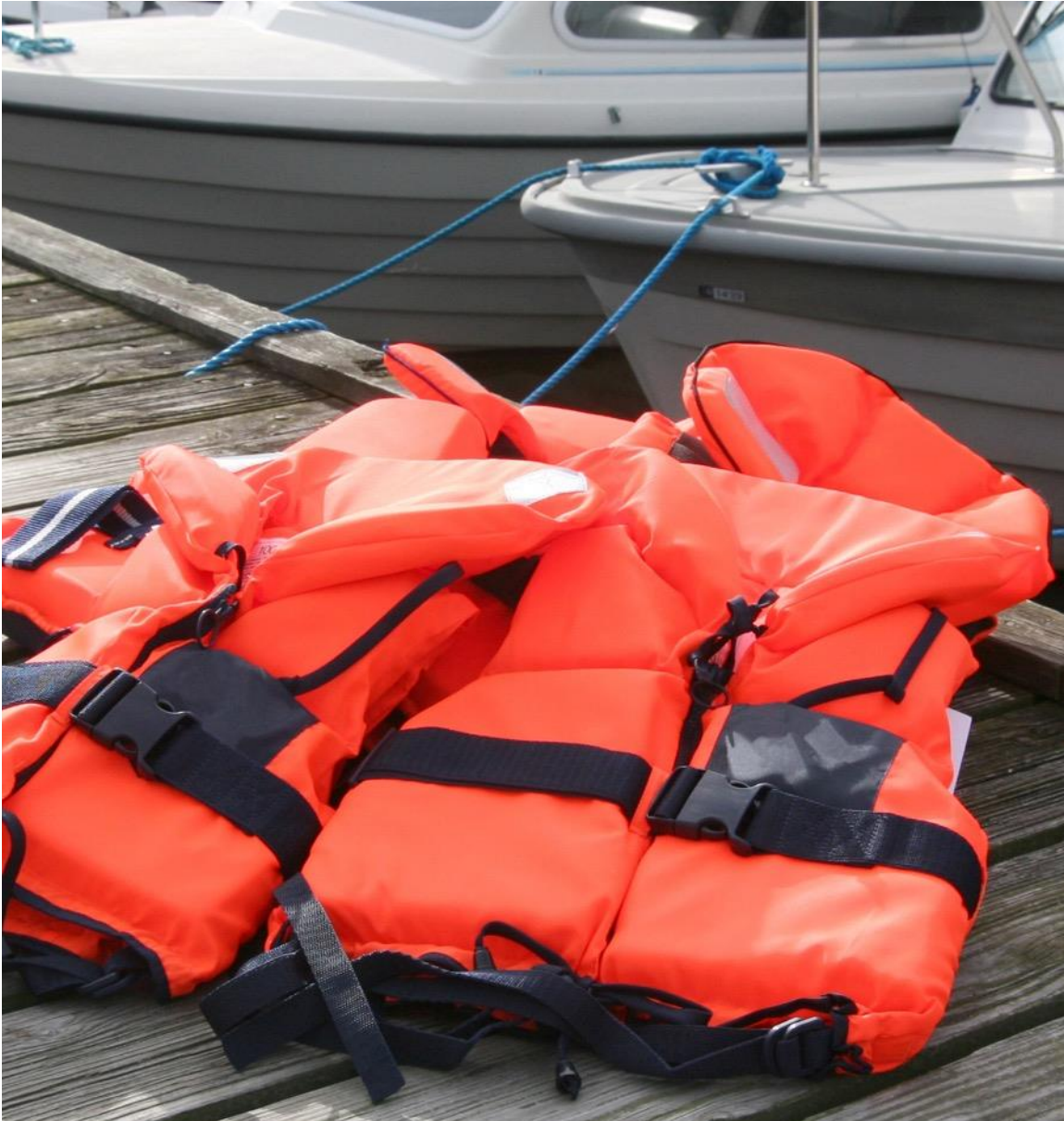
# Business Impact

- Improved customer experience
- Targeted follow up
- Enabled business leaders to track events directly through pipeline and closed revenue
- Allowed marketing to quantify campaign impact with ROI and revenue attribution
- Improved targeting for future campaigns

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# #3

Attendee experience =  
Proof positive ROI





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# Post event survey



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#4

Focus on your brand



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# Incredible brand experiences

- Higher customer satisfaction scores
- Higher perceived value
- Higher perceived quality of your products and services
- Higher customer advocacy rates

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# Prove brand impact with data



Social  
Media



Post Event  
Survey



Website  
metrics





# #5

Event retention means  
cost reduction



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# Your event retention story



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Event Leads

1000

+20%

1,200

Sales Qualified Leads  
(40%)

400

+5%

540

Opportunities  
(50%)

200

+5%

297

Closed / Won  
(20%)

40

+5%

74

Bookings (\$10K ASP)

\$400K

\$740K

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# 5 Tips for avoiding an ROI emergency and proving the value of your events

- Capture the right data
- Share that data with critical systems
- Attendee experience = proof positive ROI
- Focus on brand
- Event retention means cost reduction

# Questions?

- Access to our eBook: Proving the value of your events: your ROI emergency kit



# Thank you!