

INJECTING ROI INTO YOUR SPECIAL EVENTS

And Measuring it Too!



advertising

marketing

public relations

web & digital media

- Strategic rationale
- Laser focused on target audiences
- Measurement means woven in from the start
- On brand

Steph's picks:

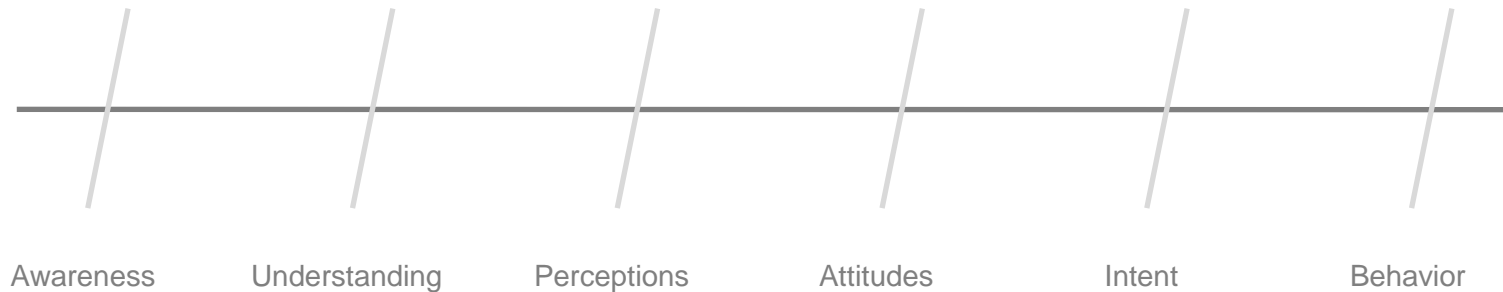
- Fund-raiser vs. friend-raiser
- Community open houses – everyone!
- Always done it – people love it!
- Why don't employees/doctors/etc. attend?

So do an event for:

- The right reason
- The right audience
- The right draw
- The right time and place
- The right pay off

But first a little bit about
human nature and and the
decision-making process.

The Continuum of Possible Impacts of Marketing Communications



- Agree upon your measured endgame in advance, otherwise you'll have only raw numbers and subjective observation of reactions
- ROI can only be measured once people begin to “act” in some way along the continuum

- Be patient—one event does not a full campaign make
- People move through the continuum differently
- Big decisions usually move more slowly

Tools Ranked by Event Professionals: *

1. Feedback from attendees
2. New customer leads
3. Customer retention (growth)
4. Total attendance
5. Revenue against target

* SPECIAL EVENTS MAGAZINE

Tools Ranked by Event Professionals:*

6. Survey results (pre and post)
7. Quality of attendees
8. Response from management
9. Sales growth
10. Press/media coverage (amt/tone)

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Strategy first... details later:

- Strategy Brief first
- Event Plan and checklists later

Strategy Brief:

- What business goal it supports
- Event goals, objectives
- Target markets: who, what and how they think, act, decide (CRM)
- Obstacles to targets “moving”

Strategy Brief:

- What you want them to do sooner and later (continuum)
- What measures to validate they're moving through
- How to make it uniquely you – **BRANDED** throughout

Results are usually more than 1 thing:

- Develop a matrix of expected results
- Use the continuum to determine what actions you want to drive
- Share it, get buy in up front
- Be prepared to “force” measures

Sample matrix for physician event:

- Database improvement (CRM)
- Attendance by specialties
- Engagement at event
- Commitment to do “next thing”

Sample matrix for physician event:

- Springboard for next contact
- Post event survey
- Trial by those who attended - revenue

OBJECTIVE	MEASURE	GOAL	ACTUAL
Database improvement (CRM): obtain data on advanced training of physicians in this technology	# of specialists	12 new	
Attendance by specialties capable of using the technology	# of specialists	10 cardiology 6 radiology	
Engagement at event to improve understanding	% completing demo	75%	
Commitment to do “next thing” – intent for trial – on survey to gain measure of understanding and intent	% who completed interest survey	25%	
End of event survey – understanding and intent	% surveyed indicate better understanding, potential uses		
Springboard for next contact by hospital marketing team	% of follow up appointments gained	75%	
Trial by those who attended, creation of incremental revenue	1. % attending referring a patient within 12 months	60%	
	2. Incremental gross billings from referred patients	\$81,000	

Tricks to make your event attractive:

- Strategic creativity has to occur – same as in developing any other marketing tool
- Branded strategically
- Have a WOW factor

WOW Factors:

- A special/new/unusual place
- A “reveal”
- A bigger than life factor
- A curiosity

WOW Factors:

- A celebrity (relevant one)
 - Someone no one can say no to
 - A “have to be seen” motivation
 - A value add (i.e. CEUs, CMEs)
- (Remember non-profit status)

Managing your management:

- Develop a rationale and feasibility evaluation for special event requests from within your organization
- Get your matrix and ROI measures bought in up front

Managing your management:

- Develop understanding that ROI is more than immediate revenue (continuum – value in each move)
- Show dashboard immediately after and then as more results occur



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