



Brand Perception

What did people say and remember?



Networking ROI

New contacts, partnerships and referrals.



Team Culture

Internal morale, visibility and recruitment.



Follow-up Wins

Post-event emails, replays and bookings.



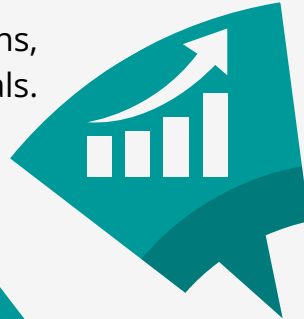
7 WAYS TO MEASURE EVENT ROI



Impact driven event marketing consultancy

Sales and Growth

Leads, conversions, demos and renewals.



Engagement

Social mentions, polls and questions asked.



The Right Audience

Quality over quantity. Track who showed up.

