



Modern Event Measurement

Making new metrics

Rethinking your event measurement strategy

Today's event metrics are shifting to reflect modern attendees who emphasize quality over quantity. Gone are the days when success meant counting heads and collecting business cards.

What really matters now are the connections and skills attendees leverage and the tangible takeaways from event content.

Here's how you can revisit what success means for your event and collect the data needed to provide attendees with the quality they want.





Choosing the right metrics to match your event goals

Before diving into metrics strategies, establish event-specific goals – lead generation, brand awareness, education, networking, etc.

These objectives should support your organization's broader business priorities, like expanding market share or retaining customers.



Define objectives for each event type you're planning and establish quantifiable targets.

Once your goals are set, here's how to match metrics to them.



Attendance metrics

Registration numbers, show-up rates, demographics, geographic distribution, industry representation, and participation trends.

VALUE: They provide insights enabling you to refine targets and personalized experiences for future attendees.

Financial metrics

ROI, cost per attendee, revenue generated, sponsor contributions, merchandise sales, ticket pricing performance, and cost-saving opportunities.

VALUE: Tracking these outcomes establishes direct connections between event activities and business results. It'll help quantify your event's impact on your organization's bottom line.

Satisfaction metrics

Net Promoter Score (NPS), surveys, testimonials, feedback forms, post-event interviews, and social media sentiment analysis.

VALUE: These metrics track attendee reactions, they reflect event experience quality and can identify specific areas for programming improvements.





Exhibitor metrics

Leads generated, sales closed, follow-up meetings, proposal requests, partnership inquiries, subscription sign-ups, and buying intent indicators.

VALUE: Establish a direct connection between event activities and business results and demonstrate a clear contribution to the organization's bottom line.

Conversion metrics

Leads generated, sales closed, follow-up meetings scheduled, proposal requests, partnership inquiries, subscription sign-ups, and buying intent indicators.

VALUE: By tracking these outcome-focused measures, you establish direct connections between event activities and tangible business results. It will help demonstrate a clear ROI and quantify your event's impact on your organization's bottom line.

Engagement metrics

Session attendance, app usage, Q&A participation, polling responses, networking activities, social media interactions, and content downloads.

VALUE: These provide visibility into what content resonates with attendees so you can deliver more compelling, participation-driving experiences.

[See how APHA used engagement metrics for their annual meeting.](#)

[Learn More](#)

Data Collection Methodologies

Break down how you collect data by where you are in the planning process. Here are some approaches.

Pre-event measurement

Conducting surveys to establish benchmarks, embedding targeted questions on registration websites, using designation markers on badges for networking, and implementing goal-tracking systems.

VALUE: Establish realistic expectations to make informed decisions throughout the event lifecycle.

During-event measurement

Social media sentiment analysis platforms, real-time polling applications, tablet surveys for immediate feedback, and live audience response systems.

VALUE: These methods provide immediate visibility into participant experiences for on-the-fly adjustments and quick addressing of emerging pain points.

Post-event measurement

Mobile app analytics, session attendance tracking, logic-based survey branching, non-attendee research through focus groups, and sales conversion tracking timelines.

VALUE: Comprehensively evaluate success and enable follow-up communications designed to generate maximum responses for continuous event evolution.





Effective Analysis – Translating Data into Action

Now that you have the data, here's how to make it work for you.

STEP 1

Organizing data into meaningful groups:

Then you can identify patterns and compare them across industry standards and previous event data. Avoid pitfalls like using incomplete data or jumping to conclusions.

VALUE: Transform raw numbers into actionable insights based on a confident understanding of the experiences they represent.

STEP 2

Creating actionable and readable reports:

Tailor reports for different stakeholders and highlight key insights. Balance the info with clear, understandable takeaways.

VALUE: You'll effectively communicate your event's success and secure strong organizational support for recommendations of improvements.

STEP 3

Making changes:

Prioritize your list of changes. Collaborate and create solutions with your team to adjust measurements for your next event.

VALUE: This approach creates an improvement cycle that enhances event quality, while aligning with budgets and business goals.

[See how to build your own cycle of success.](#)

Pro Tip

Looking Ahead

Metrics should value quality over quantity.

Smart measurement isn't about collecting as much data as possible. It's about collecting the right data, then using it wisely.

The best insights aren't found in a big pile of numbers. They come from data and insights that reflect experiences people can't wait to have again.



Ready to transform your
event measurement strategy?

Let's talk →