

Concept, Techniques and Application

2. Calculating Return on Investment (ROI)

- How do you calculate your event's ROI? Include the following major components in your evaluation:
 - **Monetary outcomes**
 - The efficiency of planning your event is also dependent on how the budget that you spent on event organization relates to the generated revenue.
 - **Leads Converted to Sales**
 - Street events can attract leads that later turn into customers. How many leads did this event generate? What is the average revenue your company will see with each lead generated?

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- **Buying and Selling Process**
- Don't stop at brand awareness. Consider giving event attendees a way to purchase your product or service during the event, or provide them with a limited time offer to encourage them to buy shortly after the event.
- **Product Demonstrations**
- A great way to attract more potential customers is to conduct a live product demonstration.



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- **Product Samples**
- Spend on sample products should be factored into the ROI calculation, however track sample effectiveness through consumer feedback if possible.
- Now that you have calculated your expenses and revenue after the show, do you think your event made a profit?
- **Registration numbers**
- The level of actual attendance is a fundamental aspect of event efficiency:
- The comparison of the number of registrations with the actual check-in rates helps identify the performance of your marketing strategy.

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3. Return on Objectives (ROO)
 Return on Objectives is used for measuring certain marketing and sales objectives such as the following:

Image and Media Coverage
 One factor that will continue to attract potential customers during and after an event is your company's brand image. There are many things that can greatly affect your image.

Media and press hits

- Public recognition and media coverage define the success and importance of an event. From small events to epic meetings, the organizing parts usually require attention from media and business press to make the highest impact.

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Social media mentions

- When social media is talking, it means your target audience is kept tuned in. Set up pre-event online contests and make riveting announcements to build anticipation before the event. After the event, stretch the dialogue on social media by posting video interviews, recounting the funniest moments, and providing statistics.

Event check-in

- This key metric directly indicates the amount of attendees who have arrived and checked in at the event.



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Emerging Trends in Event Management Industry

- Facial Recognition**
 Technology is constantly evolving and trends and developments in the technological sphere inevitably end up influencing and filtering down into the event industry and our everyday lives.
- Time Travel**
 Successful events has always been about transporting your guests to another world which serves the interests of the host – but what if your events were no longer subject to the limits of linear time and space

WIN OVER NEW ATTENDEES AND LARGER AUDIENCES WITH INFLUENCE MARKETING TECH

- There are a lot of marketers doing influencer marketing wrong. They understand the importance of it and how suggestions from a tribe have greater conversions.

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Careers in Event Management

- – Excellent organisation
- – The ability to multitask
- – Good communication and people skills
- – Have a creative approach to
- – A high level of attention to detail
- – The ability to work under pressure, deadlines
- – Good negotiation, sales and
- – Budget awareness
- – High degree of energy
- – PR skills are a great bonus



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Careers in Event Management

8 Event Planning Careers That Are in Demand Are:

- 1) Event Planner
- 2) Wedding Planner
- 3) Event Space or Venue Managers
- 4) Donor or Sponsorship Coordinator
- 5) Catering Services Manager
- 6) Event Social Media Coordinator
- 7) Staff or Volunteer Coordinator
- 8) Marketing or Communications Manager



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