

EVENT ROI DASHBOARD

Use this template as a guide to track your event return on investment.

EVENT INFORMATION

EVENT NAME		EVENT DATE	
EVENT GOAL			
OVERARCHING BUSINESS GOAL <i>the event supports</i>			

COSTS

FOOD	\$
ENTERTAINMENT	\$
DECORATIONS	\$
TOTAL STAFF TIME (<i>planning, execution</i>)	\$
MARKETING	\$
OTHER FEES (<i>valet</i>)	\$
TOTAL EVENT COST	\$

EVENT METRICS

# INVITED	
# INQUIRIES TO DEDICATED PHONE # AND EMAIL	
# REGISTERED	
# ATTENDED	
# NO SHOWS (<i>registered but did not attend</i>)	

MARKETING METRICS

# OF PEOPLE REACHED VIA ADVERTISING <i>(supports brand awareness)</i>	
EVENT WEB PAGE HITS	
GROWTH IN OVERALL WEB HITS COINCIDING WITH EVENT MARKETING	
GROWTH IN SOCIAL MEDIA ACTIVITY COINCIDING WITH EVENT MARKETING	
DIRECT MAIL RESPONSE RATE	

EVENT SURVEY RESULTS FROM ATTENDEES

% ATTENDEES WHO RATED THE EVENT "EXCELLENT"	
% ATTENDEES WHO RATED THE EVENT "VERY GOOD"	

SALES METRICS

	WITHIN 6 MONTHS OF EVENT	WITHIN 1 YEAR OF EVENT	WITHIN 2 YEARS OF EVENT	TOTAL #	GROSS REVENUE
# OF NEW QUALIFIED LEADS IN PIPELINE RESULTING FROM EVENT					
# OF EXISTING LEADS IN PIPELINE					
# NEW CUSTOMERS					\$
				TOTAL GROSS REVENUE	\$

RETURN ON INVESTMENT

TOTAL GROSS REVENUE MINUS TOTAL EVENT COST =	\$
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*Note, if using a control group to calculate the impact events have on move-ins, add in control group performance to Sales Metrics and Return on Investment sections, then subtract your Control Group from your totals to determine the marketing lift.