Goals and success measures

02 · Discovery & Concept · about 10 minutes

Every event needs a measurable outcome: leads, attendance, donations, survey scores, retention. Set it in discovery and it writes the debrief for you.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Write a SMART-style event goal

2. Pick one primary and two secondary measures

3. Design the data capture before the event

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A measurable goal for a product launch is

Survey response rates are highest when sent

Answers are on the lesson page after you take the quiz.

One line to remember