Measuring ROI and reporting

11 · After the Event · about 11 minutes

Cost per attendee, cost per lead, pipeline, donations, retention. Build the one-page report with the ROI calculator.

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. Compute the ROI measures

2. Write a one-page report

3. Present results to stakeholders

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Cost per lead equals

A one-page report should lead with

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

One line to remember