VISION SPOTLIGHT EVENTS

Event ROI & KPI Scorecard

Measure the commercial impact of trade shows, brand activations and corporate events. Keep actual results separate from forecasts.

01 | Set objectives before production

☐ Choose a primary objective: pipeline, engagement, awareness, retention or learning.

☐ Define target audience and priority accounts.

☐ Assign measurement owner and CRM conventions.

☐ Agree baseline, attribution window and reporting dates.

02 | KPI measurement framework

Stage	Recommended metrics	Owner / target
Before	Target accounts invited; meetings booked; registration rate	_____
During	Qualified conversations; attendance; demos; meetings held	_____
After 7–30 days	Follow-up completion; meetings booked; opportunities created	_____
After 90–180 days	Won deals; realized gross profit; influenced pipeline	_____
Brand measures	Recall, message comprehension, satisfaction	_____

03 | Budget & ROI

Total event cost: _____ Qualified meetings: _____

Cost per qualified meeting = Total event cost ÷ Qualified meetings.

Attributed gross profit from closed-won business: _____

Realized ROI = (attributed gross profit − total event cost) ÷ total event cost × 100%.

04 | Illustrative forecast (not realized ROI)

Example: Event cost EUR 250,000; influenced pipeline EUR 4m; assumed close rate 25%; gross margin 60%; event attribution 40%. Forecast attributed gross profit: EUR 240,000. Forecast ROI: −4%. This is a scenario, not proof of incremental revenue.

05 | Measurement quality checklist

- ☐ Define a qualified conversation consistently.
- ☐ Separate new pipeline from existing influenced opportunities.
- ☐ Document attribution assumptions and avoid double counting.
- ☐ Report forecasts and closed-won outcomes separately.
- ☐ Review sales-cycle timing before assigning event impact.
- ☐ Include qualitative insights and improvements.

06 | Executive summary

Primary objective: _____

Results against target: _____

Key commercial outcomes: _____

What we will improve next time: _____

Planning a corporate event? Discuss your objectives, location, timing and scope with Vision Spotlight Events.

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Planning aid only; not legal or financial advice. Verify requirements, contract terms and assumptions for your project.