EVENT MANAGEMENT

Strategic Event Insights: ROI, KPIs & Post-Event Reporting

Measure event success beyond attendance. Set meaningful KPIs, evaluate value and turn post-event findings into better decisions.



DURATION	2 days	DELIVERY	Public or in-house

Why this programme

This two-day programme gives event, marketing and communications teams a structured way to evaluate their work. It covers objectives, data collection, ROI and Return on Objectives (ROO), reporting and continuous improvement through exercises and event case studies.

What participants will learn

01 Set SMART event objectives and KPIs aligned with business goals.

02 Design feedback, survey and engagement measures that capture useful evidence.

03 Assess financial and non-financial value using ROI and ROO concepts.

04 Build post-event reports and lessons-learned plans for future improvement.

Who should attend

Event managers and coordinators, Marketing teams, Corporate communications, PR and stakeholder teams, Sponsorship managers.

How you will learn

Facilitated workshops, event analysis case studies and ROI/ROO costing practice support application. A post-event reporting simulation and presentation provide opportunities for discussion and feedback.

Detailed programme

Day 1 | Foundations of Event Evaluation & Performance Measurement

01 Understanding Post-Event Evaluation

- Explain why post-event evaluation needs to go beyond attendance.
- Recognise common reporting mistakes and gaps in evidence.
- Link event outcomes to the objectives of the organisation.

02 Setting Event Objectives & KPIs

- Write SMART event objectives and define measurable KPIs.
- Select indicators that reflect the intended event performance.
- Align the measures with business goals and stakeholder expectations.

03 Event Data Collection Techniques

- Combine quantitative and qualitative event data.
- Design surveys and feedback methods that capture useful responses.
- Track audience engagement, participation and stakeholder feedback.

04 Analysing Event Performance

- Interpret the collected data and assess audience satisfaction.
- Identify the strengths and gaps in the event experience.
- Review operational performance alongside the event objectives.

PRACTICAL APPLICATION

Design an event evaluation template, develop KPIs and examine an event data analysis case study.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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Detailed programme

Day 2 | ROI Reporting & Strategic Event Improvement

05 Understanding Event ROI & Value Measurement

- Distinguish return on investment from return on objectives.
- Assess financial and non-financial outcomes.
- Identify tangible and intangible value in the event results.

06 Budget Analysis & Cost Evaluation

- Analyse expenditure and the main cost components of the event.
- Use cost-benefit analysis to examine value.
- Evaluate revenue, sponsorship and event profitability.

07 Developing Professional Post-Event Reports

- Structure a post-event report around clear findings and useful evidence.
- Present results through dashboards and visual reporting tools.
- Adapt the report to management and other stakeholder needs.

08 Turning Insights into Future Improvements

- Use a lessons-learned framework to identify practical changes.
- Build an event improvement strategy and strengthen future planning.
- Present the findings and use discussion and feedback to refine the recommendations.

PRACTICAL APPLICATION

Complete a post-event reporting simulation and an ROI presentation with group discussion and facilitator feedback.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

HRD Corp claimable training is arranged through Orange Revolution. Confirm programme eligibility and claim arrangements with ISDS before booking.

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