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The Event ROI Scorecard

Too often, event success is judged in hindsight. The events that deliver the greatest value start with a clear understanding of what success looks like before planning even begins.

This simple scorecard helps you assess whether your event is set up to deliver genuine business value, not just positive feedback.

Why use this scorecard?

Attendance figures, feedback scores and post-event surveys all have their place, but on their own they rarely tell the whole story. An event can be well attended and well received, yet still fall short of what it was supposed to achieve.

This scorecard is designed to help you step back and assess whether the foundations are in place for your event to deliver real value, from clear objectives and audience alignment through to ownership, measurement and long-term impact.

Simply score each statement from:

1 = Not in place at all

2 = Partially in place

3 = Mostly in place

4 = Fully in place

Strategic Foundations

Before planning begins, can you give an answer to the following statements?

Statement	Score (1-4)
We have clearly defined what success looks like before planning started	
We know what we want attendees to think, feel or do differently afterwards	
Our event objectives align with wider business goals	
All stakeholders agree on the purpose of the event	
We have identified how success will be measured	

Section Total: ____ /20

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Audience & Experience

Statement	Score (1-4)
We understand the needs and expectations of our audience	
The event has been designed around attendee outcomes, not just logistics	
The agenda supports the objectives of the event	
We have planned opportunities for meaningful engagement	
The attendee journey has been mapped from arrival to departure	

Section Total: ____ /20

Delivery & Accountability

Statement	Score (1-4)
There is a clear single point of ownership for the event	
Roles and responsibilities are clearly defined	
Risks and contingency plans have been documented	
Suppliers are aligned around shared objectives	
Decision-making processes are clear for event day delivery	

Section Total: ____ /20

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Measurement & Impact

Statement	Score (1-4)
Success metrics have been agreed before the event	
We have a plan for gathering meaningful feedback	
We will measure outcomes, not just attendance	
We have identified how insights will be reported internally	
We have a process for applying lessons to future events	

Section Total: ____ /20

Your Score

65-80 High Impact Potential

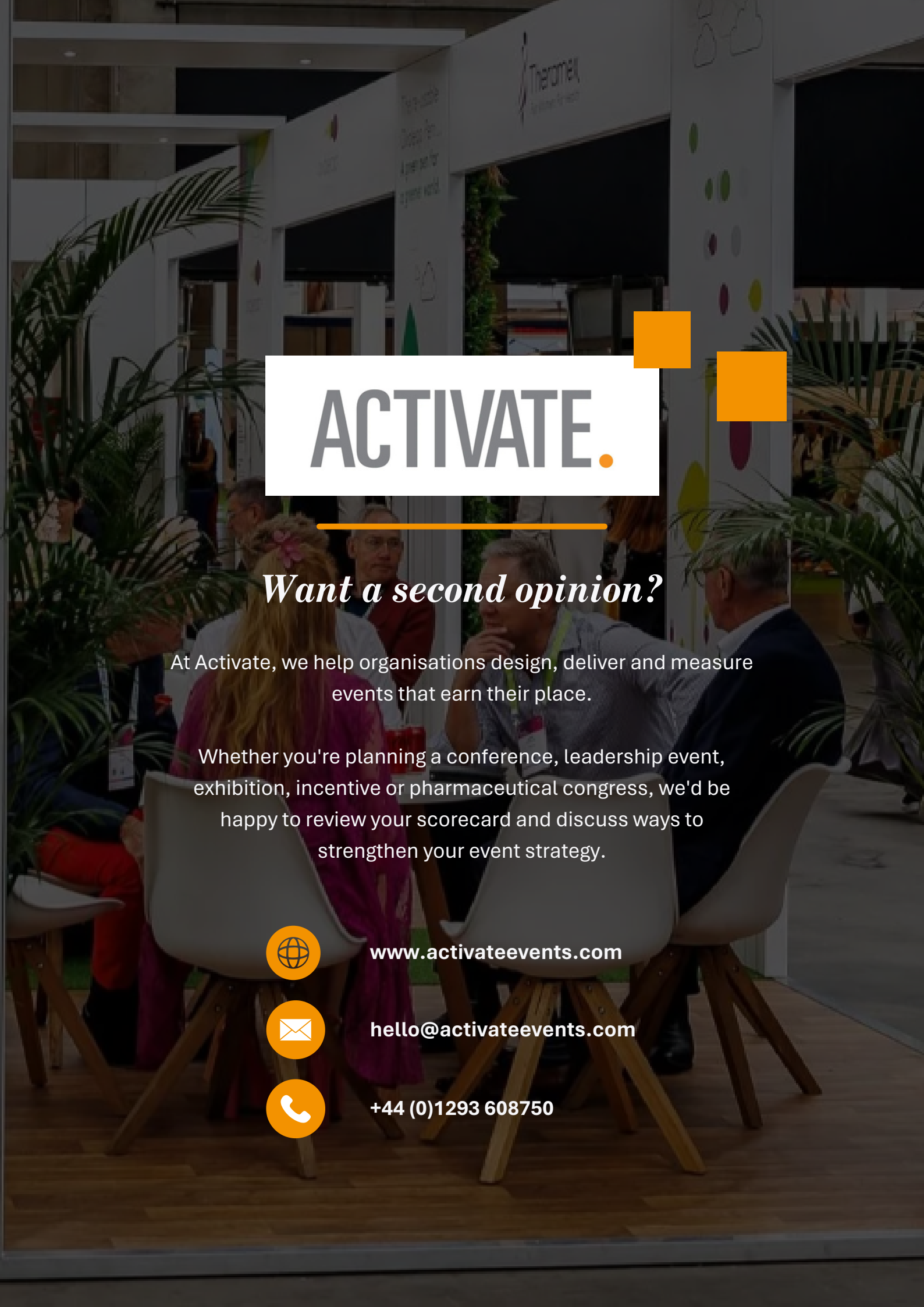
Your event has strong foundations and is well positioned to deliver measurable value. Focus on refining execution and maintaining alignment throughout delivery.

45-64 Good Foundations, Some Gaps

You have many of the right elements in place, but there are areas that could affect the overall impact of the event. Review lower-scoring sections and address gaps before planning progresses further.

Below 45 Risk of Underperforming

Your event may be vulnerable to unclear objectives, fragmented delivery or limited measurement. Strengthening these areas before moving forward could significantly improve outcomes and return on investment.



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Want a second opinion?

At Activate, we help organisations design, deliver and measure events that earn their place.

Whether you're planning a conference, leadership event, exhibition, incentive or pharmaceutical congress, we'd be happy to review your scorecard and discuss ways to strengthen your event strategy.



www.activateevents.com



hello@activateevents.com



+44 (0)1293 608750