

Events that have a clear purpose, and are designed intentionally to maximize on that purpose, deliver higher ROI for the attendees, the exhibitors, and the organization. The **first step** is understanding how the components of your event align to the overall organizational goals.

		How Does the Event Deliver?
Organizational Mission		
Organizational Vision		
Organizational Goals / Strategic Plan		
Other Organizational Drivers		

Write a simple statement of purpose and define key objectives and outcomes

The purpose of this event is to:

This is accomplished through:

- 1)
- 2)
- 3)

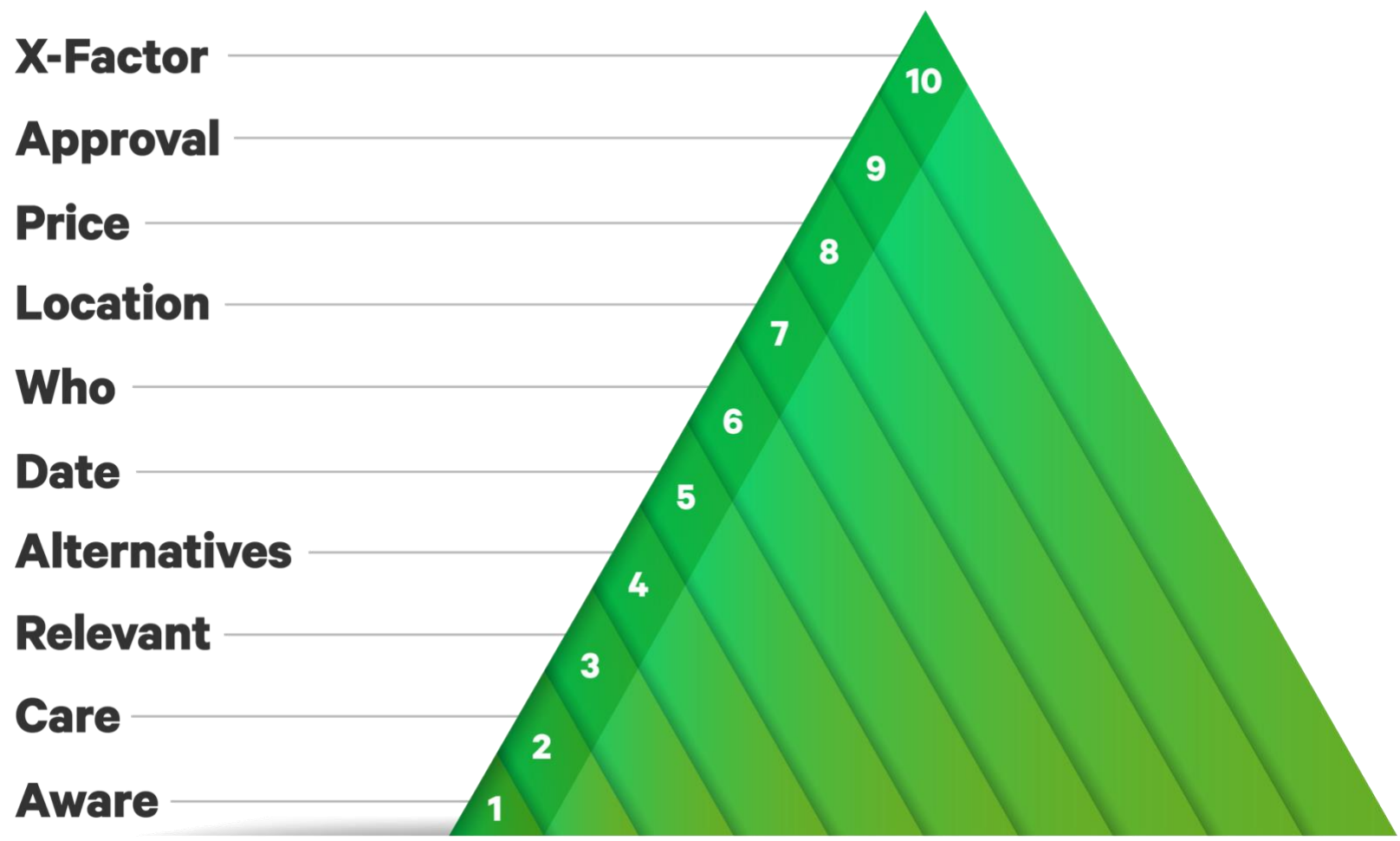
The outcomes of this event will be:

- 1)
- 2)
- 3)

Audience Needs Table

Who I AM	What I WANT	Why BECAUSE / Motivation	How I WILL	Where PLATFORM	When DATE

How will you clear each of the 10 hurdles?



Fill in the blanks to complete your pitch

Because you are _____, _____, _____
demographic sector function/role

Who cares about _____
motivation

We have refocused the event to be _____,
event purpose

and focus on the issues you care about the most

_____, _____, _____, _____, _____
hot topics issues fear uncertainty doubt

Join us to understand, define, and accelerate the future.

Business Case

What problem are we addressing?

(Why do this?)

The current event retention reflects a year-over-year decline of 3%, yet costs are increasing. This results in reduced revenue and income for the organization, eventually leading to a deficit.

Proposed Solution

(What are the strategy and tactics?)

In order to increase our relevance to the marketplace we propose to modernize the event with new formats, new registration offerings, a bring-a-friend campaign, and a VIP attendee program.

Who are we targeting?

(Audiences, stakeholders, future members?)

This campaign will specifically target early career professionals, to bring them into the pipeline, as well as lapsed senior-level members and attendees.

How is this different from our current offerings?

(Are we duplicating efforts? Can we consolidate?)

Our current registration offerings do not include any consideration for early career. In addition, there is no VIP offering.

Who needs to be involved?

(Staff, volunteers, members, partners?)

- *Marketing director*
- *Membership director*
- *Conference committee*
- *External partners*

How will we get them on board?

(Meetings, task force, information-sharing, trainings?)

A regular biweekly meeting will be held as a status checkpoint and specific working groups will be formed to manage the details. It is recommended that the Board and volunteer leaders provide personal video testimonials for the VIP campaign.

How will we organize ourselves to be successful?

(Resources, roles, project leads?)

We propose a team of the following:

Staff:

- *Event Lead*
- *Marketing Lead*
- *Marketing Team*
- *Content Lead*
- *Content Team*
- *Execution/Logistics Lead*
- *Execution/Logistics Lead*
- *Tech Lead*
- *Tech Team*
- *Sales Lead*
- *Sales team*

Vendors

- *Strategic Design*
- *Graphic Design*
- *Venues*
- *Platforms*
- *Production*

What are the high-level financials?

<i>Estimated Expenses</i>	
<i>Speaker Fees</i>	
<i>Presenter Coaching</i>	
<i>Facilitation</i>	
<i>Collateral / Swag / Experience</i>	
<i>Event Management</i>	
<i>Audience Development</i>	
<i>Registration Management</i>	
<i>Production</i>	
<i>Miscellaneous</i>	
<i>Total Expenses</i>	

<i>Estimated Revenue</i>	
<i>Registration Fees</i>	
<i>Partnership Sales</i>	
<i>In-Kind Partnerships (value)</i>	
<i>Other Sales</i>	
<i>Total Revenue</i>	

Who can help us?

(Partners, vendors, organizations)

It will be more cost effective, and we'll see faster results with a subject matter expert with a full industry landscape view.

We are in uncharted waters, and do not have the skillsets in house. Investing in outside help is not something we would do in typical times, but these are not typical times. An experienced partner with an objective view who can leverage best practices from other organizations can give us the recommendations, skills, strategies, and market information that we don't currently have, as well as provide an outside voice to help us navigate change.

Digital events bring in less revenue, and it is a lot more difficult to attract and keep an audience. In order to compete we have to understand new ways of executing, new formats that work in a digital and in-person space, and the right ways to message to attract our audiences.

We can easily justify investment in IT and infrastructure. We should also be able to justify investing in one of our biggest and more visible organizational revenue and reputational drivers.

Measures of Success

(Tie back to 6Rs and Strategic Goals)

R	Measurement	Year 1	Year 2	Year 3
<i>Reach</i>	# of attendees			
<i>Retention</i>	# of returning attendees			
<i>Relevance</i>	% of membership attending			
<i>Reputation</i>	NPS score			
<i>Revenue</i>	\$ in			
<i>ROI</i>	Net Operating Income			

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