

# Your Step-by-Step Guide To Calculating Event ROI

May 5, 2022

**banzai**

Hi there 🙌 I'm Ashley



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Creating events that drive ROI and knowing how to prove it is **hard**.



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2. I'm creating 🍌 content but don't know it
3. My events have poor engagement
4. **Sm**arketing sleep in twins instead of a queen



# Let's Break It Down

**1**

**Define ROI**

**2**

**Content**

**3**

**Engagement**

**4**

**Alignment**

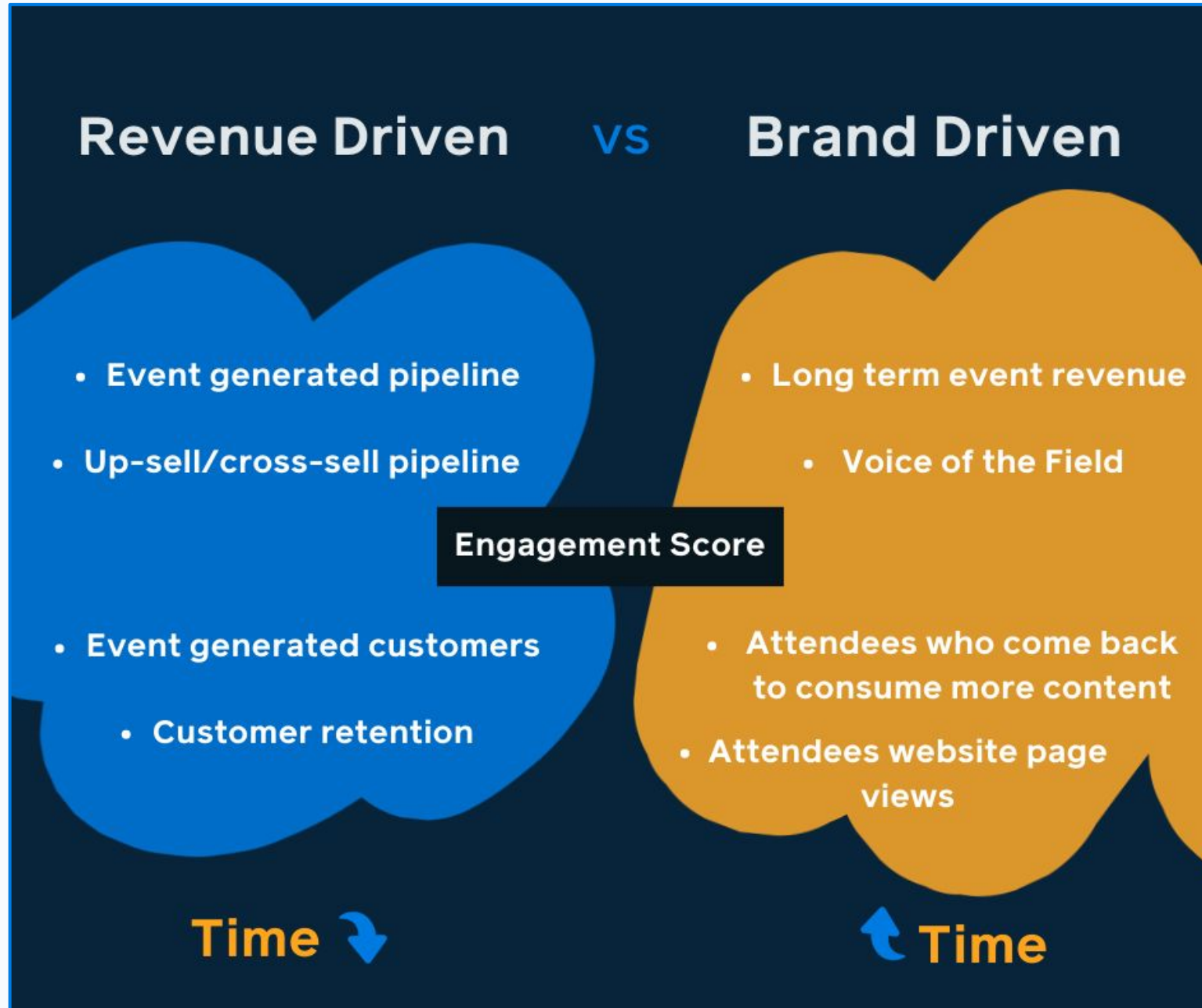
# Event ROI Buckets



## Step 1: Defining ROI - How Do I Get There?

**Set clear event goals to business objectives using KPIs that are trackable**

# Metrics



2

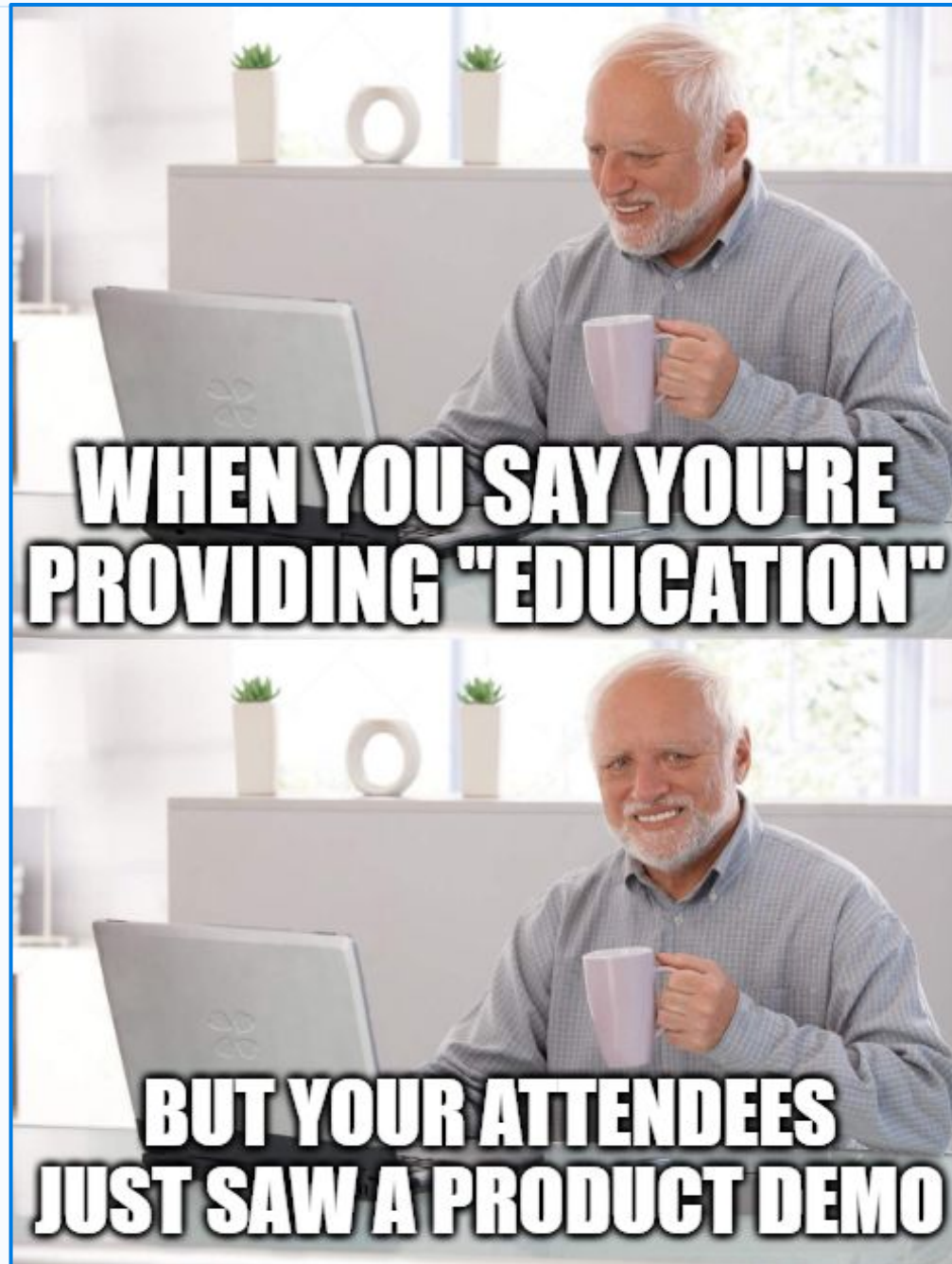
## Content



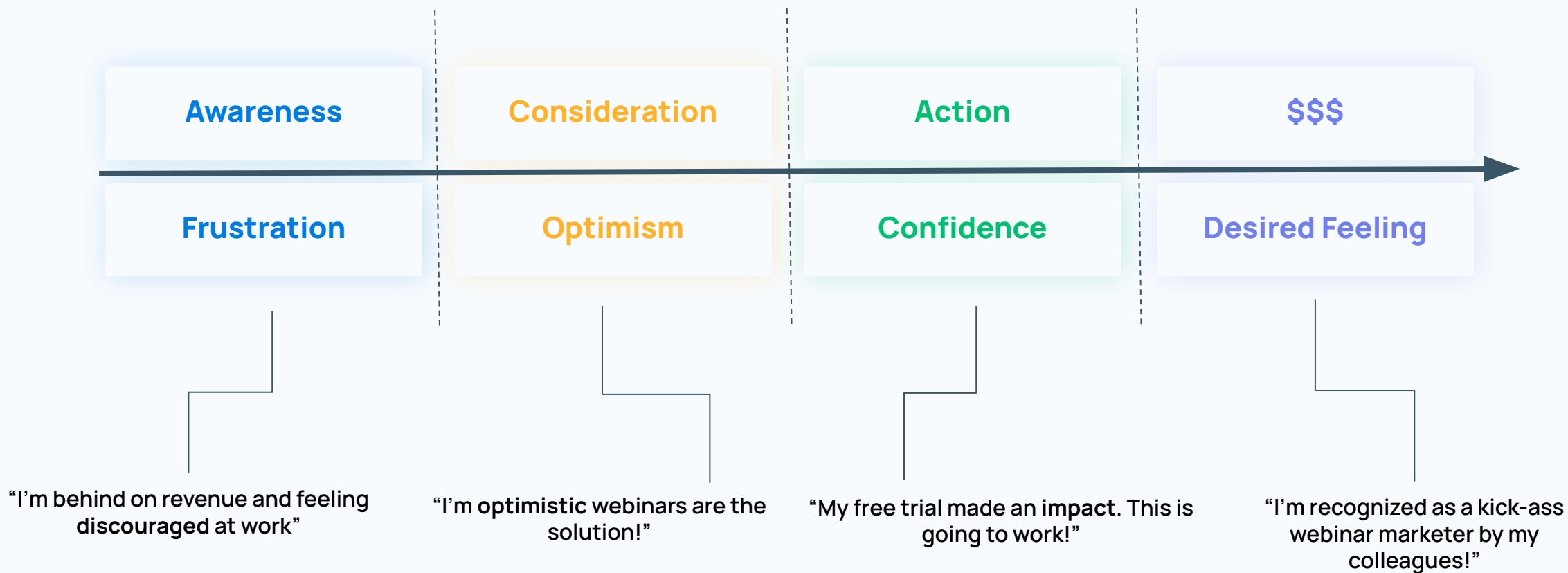
## Step 2: Build Content

The Solution: Build content that's mapped to the **Emotional Buyer's Journey**



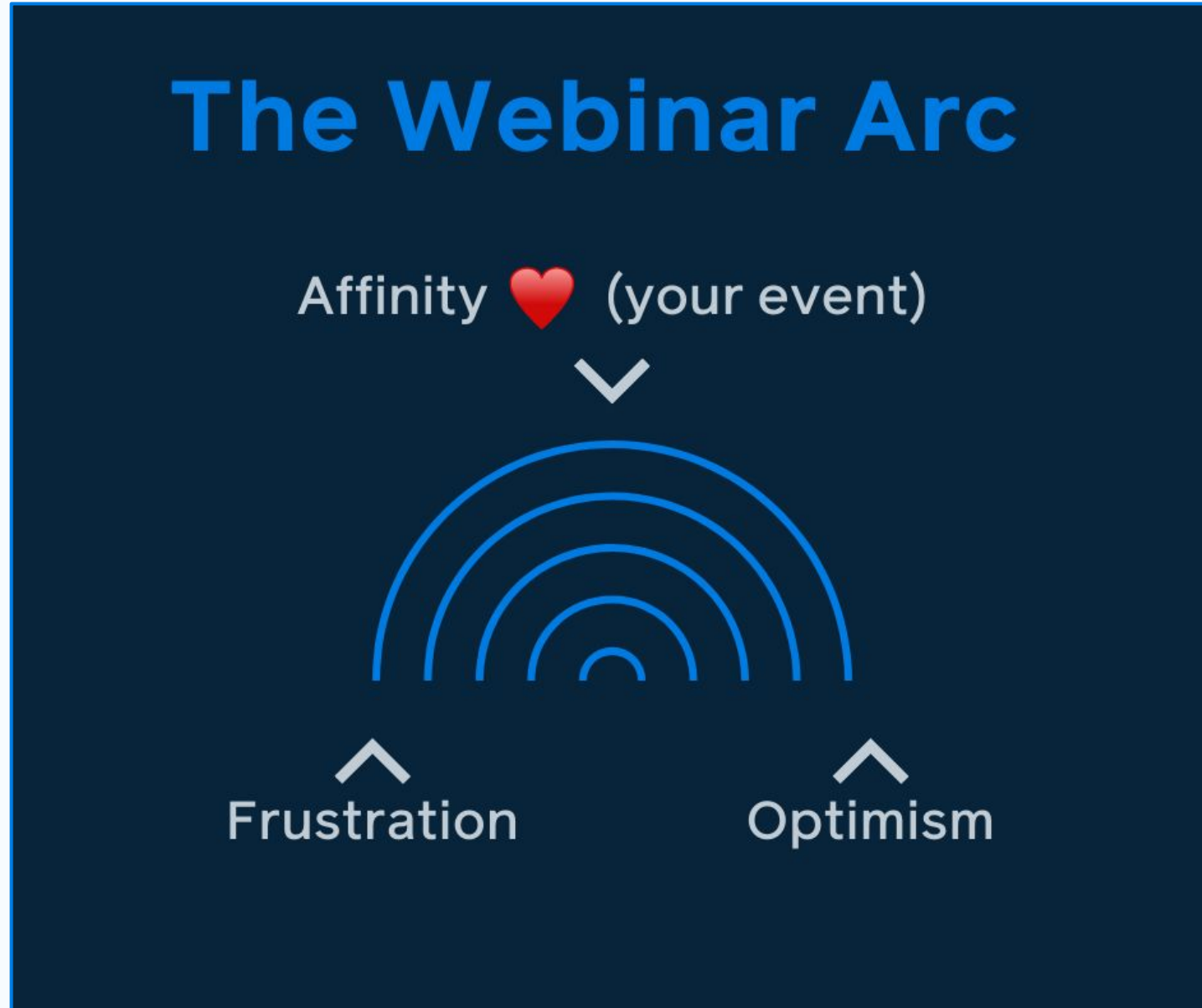


# The Emotional Buyer's Journey





# Example



3

## Engagement

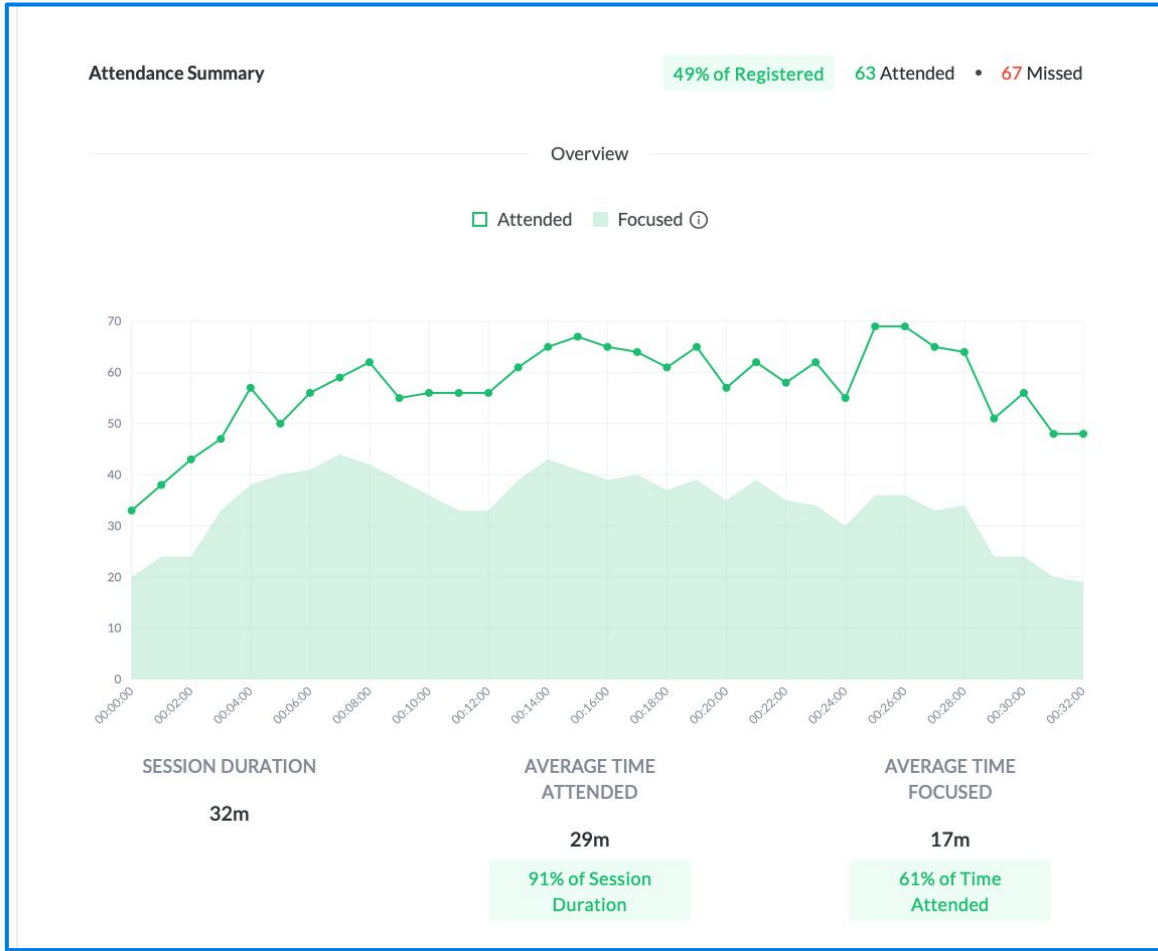


## Step 3: Nurture Engagement

The Solution: Use **Engagement Scoring** in addition to lead scoring



# Metrics



Resources

	<b>Handout</b> <b>Graphic: Creating an Emotional Buying Journey</b> <small>Graphic: Creating an Emotional Buying Journey - 284 KB</small>	55 Downloads - 68% of Attended	<a href="#">EXPORT CSV</a>
	<b>Featured Action</b> <b>The New Science of Customer Emotions</b> <small>hbr.org/2015/11/the-new-science-of-customer-emotions</small>	30 Clicks - 37% of Attended	<a href="#">EXPORT CSV</a>
	<b>Featured Action</b> <b>Only 3% of People Think Salespeople Possess This Crucial Character Trait</b> <small>blog.hubspot.com/sales/salespeople-perception-problem</small>	29 Clicks - 36% of Attended	<a href="#">EXPORT CSV</a>
	<b>Featured Action</b> <b>Demio's Master Toolkit</b> <small>drive.google.com/drive/folders/1t_Sw1RQpZC00i59ObqKZBlqFImTB_xT8?usp=sharing</small>	51 Clicks - 63% of Attended	<a href="#">EXPORT CSV</a>

4

## Sales/Marketing Marriage

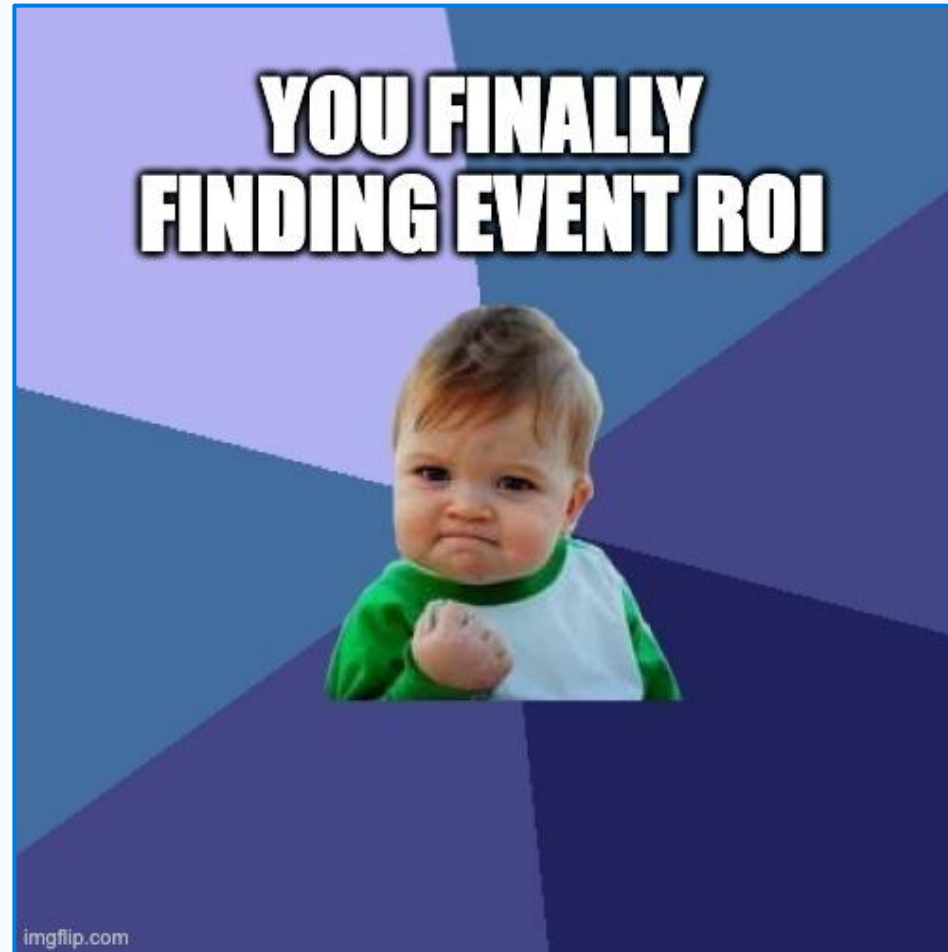


## Step 4: Get In Bed With Sales

The Solution: Find the middle ground and achieve long-term **alignment** between Sales and Marketing



## Step 5: Evaluating Your Event Success





# Brand Play Event Example

## Budget

\$77k

## Met/Missed



## KPIs

Engagement score of  
75 (30 days)



Named account  
engagement



5,000 Registrants



2,500 Attendees





# Revenue Play Event Example

$$\begin{array}{ccc} \text{Net Income} & \div & \text{Cost Spent} \\ \text{Revenue: Influenced Closed-Won} & & \text{Budget} \\ \$198\text{k} & & \$77\text{k} \end{array}$$

$$= +257\% \text{ *}$$


## ROI Formula:

$[(\text{Attributed Revenue} - \text{Total Cost of the Event}) \div \text{Total Cost of Event}] \times 100 = \text{ROI}$

$$\text{* } (\$275\text{k} - \$77\text{k}) \div \$77\text{k} = +257\%$$

# Top Takeaways

- **The definition of ROI is a simple formula made up of your business objectives plus an event goal.**
- **Great event content comes from paying attention to buyer emotions and desired outcome.**
- **Events = Engagement**
- **Smarketing isn't just a buzzword.**

# Question & Answer

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