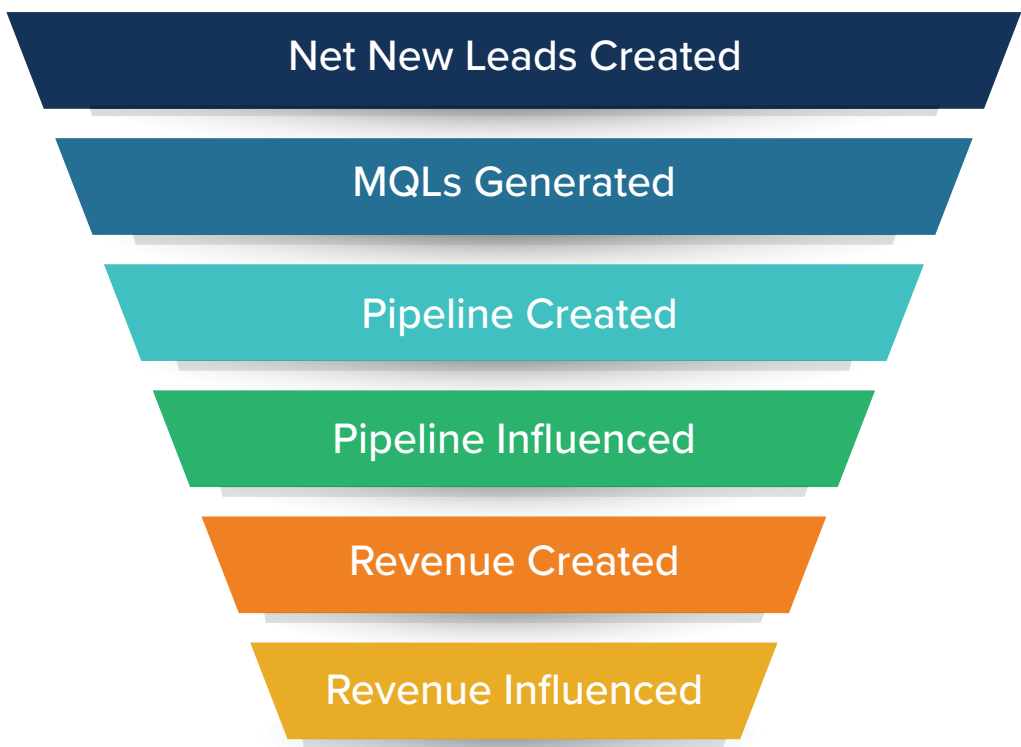


# POST-EVENT METRICS TO DELIVER

Tracking key metrics around demand and pipeline creation is important to showcase how events deliver on overall business goals. Too often, planning for how to measure event results comes up after the fact. When all is said and done, someone asks if it was worth it. Well, was it? And by whose definition?

Typical measures of post-event success include:



Measuring event success starts with having a strong metrics strategy in place.



Here are four steps for marketers to take to determine ROI with confidence every time:



## 1. Define Success

Start by asking, “What is the objective of this event?”. Having a clearly defined list of goals and measures will align the team on what they’re working towards and, ultimately, what success looks like.



## 2. Have a post-show plan in place

Lead follow-up should be quick and efficient after the event. Marketing and sales should have a plan in place well in advance to follow up with leads and continue engagement after the event.



## 3. Measure long-term

Knowing how to measure a day, a month and six months out from an event will show how shorter-term results are translating into long-term success.



## 4. Track progress

Schedule regular check-ins to provide a full view of qualitative and quantitative insights, showing how the company is tracking against the predetermined objective.

Businesses need the right tools to help track and deliver measurable results for events. Learn more about Certain’s variety of products and solutions to help you drive better business outcomes from your events.

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