Personify® A2Z Events

Event Tech ROI
Guide Book

What's the ROI of Your Event Tech?

Transform your technology solution from a cost center into a **money maker.**

- ..

Return on investment, better known as **ROI,** is often used by organizations to measure success over time and take the guesswork out of making future business decisions. After all, knowing if you're getting your money's worth is a concept that people need to understand in order to strengthen —rather than hinder — financial success.

By calculating ROI, you can better understand how well your organization is doing and identify opportunities for improvement.

However, ROI isn't just a worthwhile metric to track after a purchase has been made. You can forecast ROI to help make the case for technology, programs, and new initiatives. There are many different ways to evaluate the benefits provided by event technology, and you probably know the difference it can make more than anyone.

But, how can you prove it?

Building the Case

As an event professional, you probably have a good feel for whether an event was successful. But, with the ability today to measure metrics and pinpoint specific results, it's essential to be able to show how event efforts were successful. The use of technology can increase event attendance by 20%, increase productivity by 27%, and reduce related costs by up to 30%[1].

In this post-pandemic era, 78% of planners are using more technology[2], yet many event planners find it difficult to secure a budget for event technology tools.

THE TOP BENEFITS OF EVENT TECHNOLOGY:

- Improved ability to track and measure events
- Increased process productivity
- Generate additional revenue
- Better attendee and exhibitor/sponsor experiences

How to build the ROI Story?

Savings from pre-event efficiencies

+

Profit from ancillary revenue, such as sponsorships and other opportunities

+

Savings from post-event efficiencies

$

Savings:
Pre-Event ·······································

Exhibitor management offers one of the biggest opportunities for cost savings because of the ability to reduce staff resources on administrative tasks and processes that can be automated and self-serve.

Floor Plan

Consider the amount of time required to manage:

- ✦ Floor plan layout and design
- ✦ Booth, pavilion, and non-exhibit space assignments
- ✦ Booth moves
- ✦ Booth upgrades and downgrades
- ✦ Booth cancellations

FLOOR PLAN SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Floor plan management tasks	
Creation of online forms	
Online application for booth space	
TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

Exhibitor Communications

It sounds simple—sending an email. Yet, the time you spend emailing people can add up quickly, especially if you have many exhibitors.

Consider the amount of time required to manage:

✦ Sending exhibitor confirmation and general communication emails

✦ Collecting information for print or online guides and reminders

✦ Organizing exhibitor data

✦ Exporting exhibitor data to produce your on-site guide or add to your mobile app

COMMUNICATION SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Automating emails	
Using an online form to collect exhibitor data	
Easily exporting exhibitor data for your digital or printed programs	
TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

Registration

A critical component of your event tech is registration technology. Having an integrated system with your event management systems saves time for both you and your exhibitors and attendees. Registration technology also improves your on-site attendee experience as well.

Consider how much time you spend on:

✦ Getting exhibitors registered with the correct badge counts based on their booth size

✦ Managing check-in and badge printing

✦ Tracking attendance for CEUs and providing real-time data via lead retrieval

REGISTRATION SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Using multiple forms to collect registration information	
Allocating exhibitor badges	
Tracking CEUs	
TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

Contracts

Streamlining contract management processes is crucial for ==efficiency, security, and compliance== for any show that handles any volume of contracts, including just about every company. A single misstep can result in serious financial loss.

Consider how much time you spend on:

- ✦ Sending and emailing contracts
- ✦ Collecting and confirming the roles of multiple contacts for an exhibitor (e.g., invoice contacts can be different from shipping and marketing contacts)
- ✦ Creating dynamic pricing and including it in the contract
- ✦ Collecting ==deposits, payments, and recouping== costs of credit card fees

CONTRACT SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Automating contract access	
Collecting multiple contracts	
Automating dynamic pricing for exhibitors	
TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

Profit: Ancillary Revenue

Enhanced digital content not only provides more value to your exhibitors with ==expanded profiles, categories, videos, products, press releases, and show specials== but also generates more revenue for you – at no charge! Our highly specialized team works with you to make sure your exhibitors and attendees have a seamless user experience from program setup to marketing to post-show reporting and analysis.

Consider how much time you spend on:

- ◆ Generating show-specific digital marketing materials

- ◆ Creating and executing email campaigns to increase adoption and sales

- ◆ Facilitating fulfillment and management of digital sponsorships

DIGITAL MARKETING & SALES SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Generating show-specific marketing materials	
Creating email campaigns	
Fulfillment and management of digital sponsorships	

TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

Profit: Sposorships

In the B2B event space, sponsorship is projected to grow 12.1%[3] till 2028. 33% of companies are dedicating 21% or more of their total event budget to sponsor events[4]. However, sponsorships require time and energy, especially in terms of fulfillment.

Consider the amount of time required to manage:

✦ Creating sponsorships

✦ Presenting them to potential sponsors

✦ Facilitating the purchase and gathering sponsor information

✦ Sponsorship fulfillment

SPONSORSHIP SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Streamlining sponsorship creation	
Sponsorship fulfillment	
Online payment processing	

TOTAL TIME SAVINGS (HOURS)

X (COST PER HOUR)
Add your personal cost per hour here $

TOTAL COST SAVINGS $

Savings:
Post-Event ·

The top benefits for event technology adopters are around measuring an event's success and the accessibility of that data. The availability of that data is part of it, but the ==processing, presentation, and distribution== of that data are other parts.

Reporting

The effectiveness of your event reporting relies heavily on the quality of data within your event technology system. Registration technology serves as a vital aspect of your ==event tech, streamlining processes for you, exhibitors, and attendees.== Integration with your event management systems not only saves time but also enhances the on-site attendee experience.

Consider the amount of time you spend:

- ✦ Digging through old spreadsheets or your email to create an overview of budgets, sales, and cash positions across all events and year-to-year

- ✦ Customizing reports

- ✦ Creating specific views for different stakeholders

- ✦ Drilling down into that data that's spread all over multiple systems

- ✦ Manually generating and sending reports

REPORTING SAVINGS

Enter your information in the worksheet to the right to determine your cost and time savings.

TASK	HOURS SAVED
Automated, customized reports	
The ability to create specific views	
Drilling down into the data	
Manually creating and sending reports	
TOTAL TIME SAVINGS (HOURS)	
X (COST PER HOUR) Add your personal cost per hour here	$
TOTAL COST SAVINGS	$

What's Your Event Tech ROI?

Even crunching a few numbers can very quickly show the dollars and sense of event technology – and show how it's not about the cost of the solution but the money it can help you both save and the extra revenue it can help you bring in the door.

Your total cost savings amount is calculated from the sums of each table - check out how much you've saved from leveraging an event tech solution:

TOTAL SAVINGS	
Floor Plan Savings	$
Communication Savings	$
Registration Savings	$
Contract Savings	$
Additional Revenue: Sponsorship and Ancillary Revenue	
Digital Marketing & Sales Savings	$
Sponsorship Savings	$
Reporting Savings	$
TOTAL SAVINGS	$

Personify® A2Z Events

Ready to evaluate event solutions that can save you time and money, and allow you to focus on the bigger picture?

Request a Demo

mya2zevents.com

About Personify

Built for event professionals by event professionals. The robust all-in-one event management, multi-year, multi-event solution is purpose-built for maximizing attendee and exhibitor engagement.

A2Z Events has been trusted by thousands of event professionals for more than 25 years.

REFERENCES

[1] Harvard Business Review Analytic Services.

[2] Harvard Business Review Analytic Services.

[3] Enterprise Event Marketing, 2016.

[4] PCMA Event Tech Report, 2014.

[5] Enterprise Event Marketing.