

think

feel

do

BRIDE

WEDDING

→ for meeting measurement



# BRIEF PRINCIPLES

## for meeting measurement

Measurement is important;  
it saves us the trouble  
(and expense) of  
making the same  
mistake twice  
and proves the  
validity of a  
strategic  
approach.

But when it comes to  
meetings, true measurement  
is hard to come by. With the help  
of our own analytics and insights  
experts, we've developed a  
structured methodology – read on  
to discover the three steps to  
meeting measurement.

### DOWNLOAD

our worksheet so you can  
follow along and develop a  
custom measurement plan  
for your next meeting.





## DEFINE YOUR GOALS

Before implementing the strategy, lay the groundwork with a clear vision for the outcome of your meeting.

### Objectives to Define

**Example:**  
(product launch meeting)

#### Write a clear PURPOSE STATEMENT

Define the business objectives the event should accomplish. Focus on **why** the meeting is being held – not **what** the meeting is about.

Deliver strong initial sales numbers by generating attention and energy for the new product.

#### Define how you want your audience to THINK

This may relate to training, product knowledge or understanding big-picture company objectives.

- Understand key features and selling points
- Know the competition and what differentiates each offering
- Learn to better recognize sales opportunities

#### Define how you want your audience to FEEL

Every meeting has a unique tone. How would you want your attendees to describe their state of mind to friends and family?

- Excited
- Empowered
- Energized
- Passionate
- Motivated

#### Define what you want your audience to DO

What actions would you like your attendees to take after the event? These behaviors should feed directly back into the purpose statement.

- Deliver a successful product pitch
- Identify more prospective customers
- Be proactive and take more chances





# BUILD A TIMELINE

Now that you've defined your goals, it's time to think about data collection.

## DATA KEY

Use this key to understand the types of data you'll need to collect.

**Level 1**  
Participant satisfaction

Logistical and tactical details that impact participant satisfaction.

- Did participants enjoy the event?
- Did logistics go well?
- Was transportation seamless?
- Were food and accommodations well received?

**Level 2**  
Attitudes and intentions

Change in participant attitudes and intentions as a result of the meeting.

- Have participants' understanding or beliefs changed as a result of attending the meeting?
- Do participants feel differently as a result of the meeting?
- Do participants intend to enact behavior change after the meeting?

**Level 3**  
Behaviors and actions

Change in participant actions.

- Have participants adopted a new process?
- Are participants dedicating more time to certain areas of focus?
- Are participants using new tools or techniques?

**Level 4**  
State of business

Change in business outcomes.

- Are sales meeting or exceeding forecasts?
- Have leads increased?
- Has productivity increased?
- Have costs been reduced?

Next, build timeline for your data collection to guide your measurement plan.

<b>Pre-Meeting</b>	<b>Level 2</b> Attitudes and intentions	<b>Level 3</b> Behaviors and actions	<b>Level 4</b> State of business
<b>During Meeting</b>	<b>Level 1</b> Participant satisfaction		
<b>Post-Meeting Immediate</b>	<b>Level 1</b> Participant satisfaction	<b>Level 2</b> Attitudes and intentions	<b>Level 3</b> Behaviors and actions
<b>Post-Meeting 30, 60 and 90 days following</b>	<b>Level 2</b> Attitudes and intentions	<b>Level 3</b> Behaviors and actions	<b>Level 4</b> State of business





## FOLLOW THROUGH

Once you've established your measurement plan, stick to it.

### **Plan for measurement early:**

This methodology requires data collection before the meeting ever begins so start now. Lay the groundwork for measurement well before the event happens.

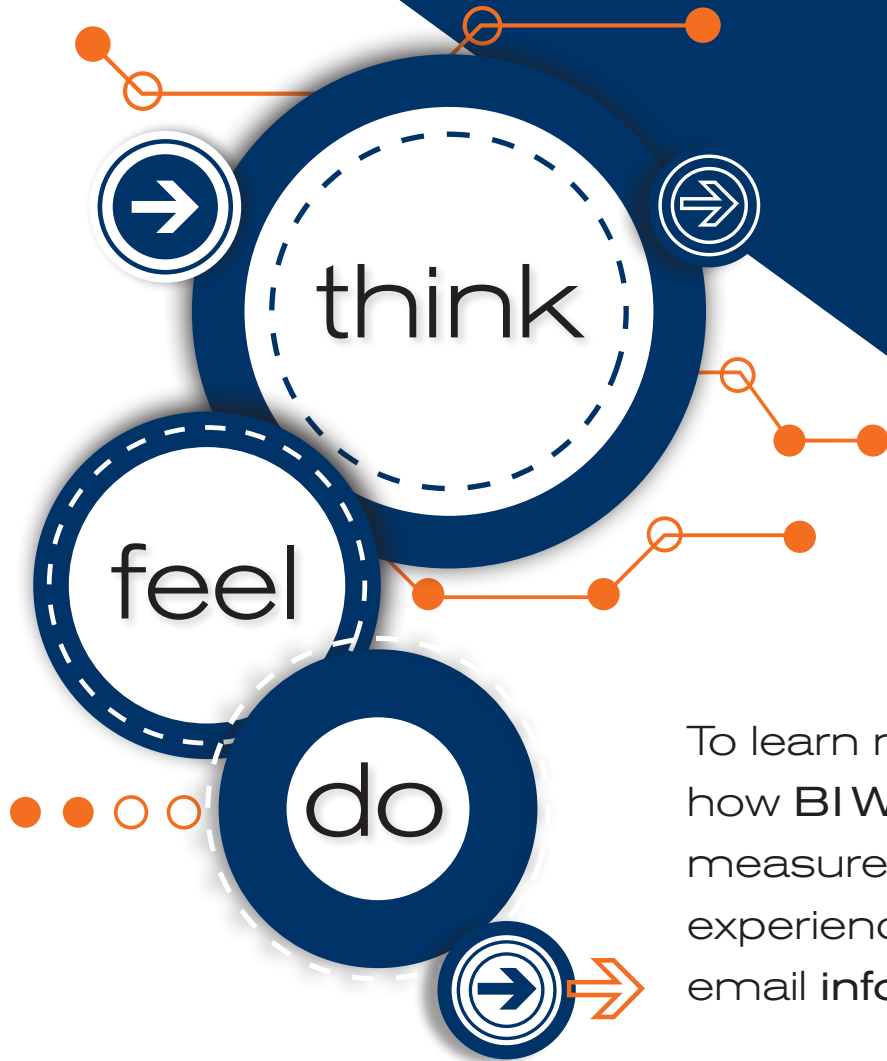
### **Use multiple sources of data:**

Tap into a variety of resources to collect your data. Be prepared to deploy a survey, dig for additional data or rely on personal relationships to collect relevant information. It may take time to track down these resources so plan ahead.

### **Close the loop:**

A meeting held a few months ago may feel like ancient history but the best results often come to the surface weeks or months later. Keep a reminder to collect all relevant data so you can demonstrate the value of your event and learn from mistakes.





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**PERFORMANCE**  
for meeting measurement

To learn more about how **BIWORLDWIDE** can help measure the impact of your live experiences, visit: [biworldwide.com](http://biworldwide.com) or email [info@biworldwide.com](mailto:info@biworldwide.com).