

Making the Case: Event Measurement

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How can you convince your senior leadership that it matters?



A message from Explori



We all know events are a powerful driver of business outcomes - whether it's revenue, customer retention, brand loyalty or internal alignment. Yet, despite events being one of the biggest line items in marketing and business budgets, many organizations still struggle to measure their true impact effectively.

As an event professional, you understand the value of data-driven decision making. But here's the challenge: Without robust measurement, it's difficult to prove the ROI and strategic impact of your events. If leadership doesn't see clear, quantifiable results, securing future investment becomes an uphill battle.

The cost of not solving measurement is steep. Without it:

- You're left relying on anecdotal feedback rather than actionable insights.
- Budget discussions become a fight for survival instead of a data-backed case for growth.
- It's impossible to compare your events against industry benchmarks or past performance.
- Stakeholders view events as a cost center rather than a revenue-driving, strategic function.

Convincing your boss to prioritize measurement isn't just about proving success - it's about shaping the future of your event strategy. With the right approach, measurement does so much more than validating past performance; it enables smarter decision-making, stronger stakeholder buy-in and - ultimately - better events.

At Explori, we've spent years helping event professionals bridge that gap. This short guide is designed to arm you with some insights and an initial preview of best practice guidelines that are needed to help make the case for measurement - so you can demonstrate real impact, gain leadership support and secure the resources your events deserve.

Mark Brewster,
Founder and CEO, Explori

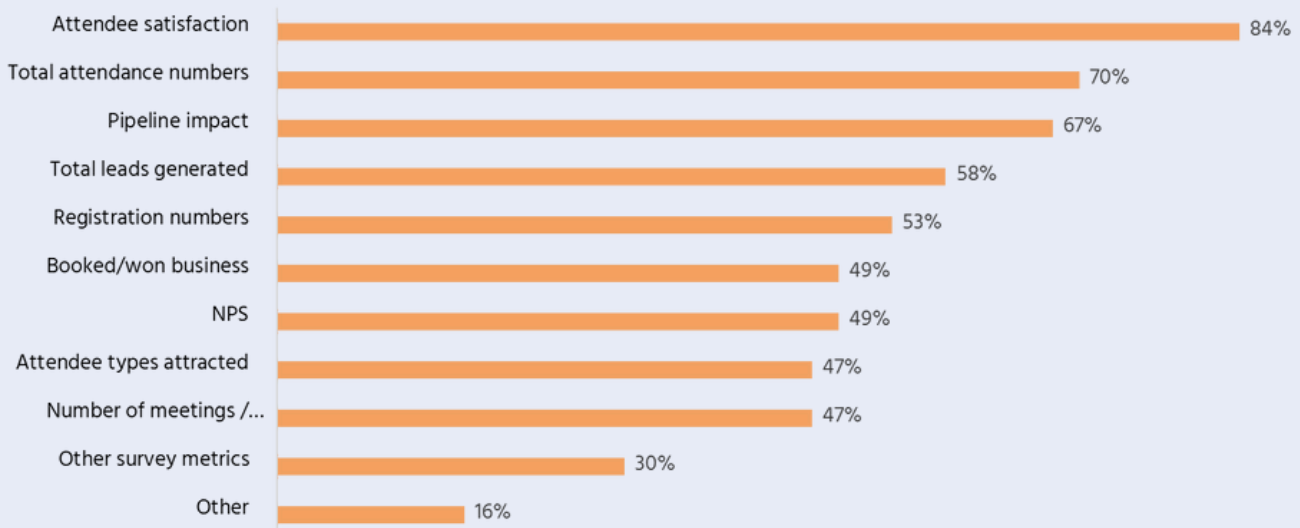


Making the case for measurement



Most important measurement data

We asked a group of global event leaders what types of measurement data are most important to their organization (and therefore, their boss!)



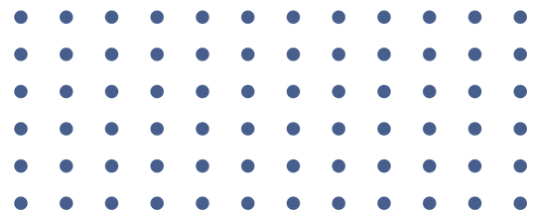
What does this mean?



To prove ROI, justify budgets and defend spend, we need to demonstrate both attendee and business impact. The first step is establishing relevant, consistent metrics at scale; securing leadership buy-in on why they matter and how they drive strategic decisions.

Shifting the focus beyond revenue, leads, and attendee numbers is key to positioning the events function as a true business partner.

Metrics that matter



To build a measurement framework that proves the value of events while speaking the language of the business, event teams need metrics that are both robust and meaningful. Below are three key metrics we recommend for demonstrating impact - both for attendees and the wider organization.

Below are three of the metrics we would recommend deploying in order to clearly prove impact, to both attendees and the business:



1. ATTENDEE VALUE FOR TIME

A simple yet powerful five-point scale that goes beyond overall event satisfaction. Value for Time considers the cost of attending an event versus the value delivered for the time invested. With attendees now spoilt for choice, this metric is critical for measuring event performance. Widely used for both customer-facing and employee events, it provides a clear benchmark for ensuring your event is worth the commitment.

2. PURCHASING INTENTION SCORE

For customer-facing events, measuring how an event influences purchasing intent is critical. Traditional lead and pipeline data don't capture attendees' own perceptions of their likelihood to buy. By gathering a robust sample of purchasing intent directly from attendees, you gain a consistent, data-driven approach to evaluating event impact. This allows you to analyze what drives purchasing intent and benchmark it across your event program for better decision-making.



3. RETURN ON OBJECTIVES SCORE

A proprietary Explori metric that measures the overall strategic benefit of any event or exhibit. It accounts for a range of objectives from both attendee and business perspectives, consolidating them into a single, clear KPI. This allows for consistent benchmarking and comparison across your event program. ROO should be measured across three key pillars: sales, marketing and strategic objectives.



Summary



Without a strategic approach to measurement, event teams will continue to struggle to defend their budgets, prove their impact, and secure a strategic position. Now is the time to demand investment in measurement - not just for your events, but for the long-term credibility and influence of your function.

The first step is adopting consistent, relevant metrics that demonstrate both attendee impact and business impact in a way that resonates with senior stakeholders. This shift moves event measurement beyond basic outputs and into actionable insights that drive decision-making.

Want to find out more about event measurement?

Please book a meeting with one of our team:



About Explori



Explori is a platform that helps global event leaders demonstrate the impact and value of their program.

Despite investing substantial budgets in events, organizers and event leaders have long struggled to gather meaningful, actionable insights and data, regardless of the event type. As a result, they have often resorted to manual and opaque methods to understand their events' performance.

This is the problem we're solving daily.

We give event professionals the power to leverage the strength of intelligent technology and research methodologies to enable them generate the insights needed to make better investment decisions, understand event impact, benchmark their events against industry standards, tailor customer experiences based on feedback and make better future events.

With our carefully-built products, we provide the best and most reliable measurement solution for every event professional across the world.