**Personify**

# 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.

But 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 if an event was successful or not. But, with the ability today to measure metrics and pinpoint specific results, it's essential to be able to show how event marketing efforts were successful.

**The top benefits of event technology[1]:**

Improved ability to track and measure events

Increased process productivity

Better attendee experience

And yet, 64% of event planners[2] find it difficult to secure budget for event technology tools. **How to build the ROI Story?**

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**Savings from pre-event efficiencies** **+** **Profit from ancillary revenue, such as sponsorships and other opportunities** **+** **Savings from post-event efficiencies**

# Savings: Pre-Event

Event technology can increase productivity by 27% and decrease costs by 20-30%[3]. 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
- Booth, pavilion and non-exhibit space assignments
- Booth moves
- Booth upgrades and downgrades
- Booth cancellations

## FLOOR PLAN SAVINGS

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

| TASK | HOURS SAVED |
|------|-------------|
| Using an intuitive interface | |
| 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 – the act of sending out an email. Yet, the time you spend emailing people can add up quickly, especially if you have many exhibitors. And, according to PCMA, 50% of shows in the United States have more than 100 exhibitors[4].

**Consider how much time you spend on:**

- Sending confirmation emails
- Collecting information for the print guide, including initial emails and reminders
- Organizing exhibitor data
- Exporting exhibitor data to product your print guide or add to your mobile app

### COMMUNICATION SAVINGS

Enter your information in the worksheet below 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** $

## CONTRACTS

For any show that handles a high volume of contracts, which includes just about every company, streamlining contract management processes is crucial for efficiency. A single misstep can result in serious financial loss.

**Consider how much time you spend:**

- Faxing, sending and emailing contracts
- Collecting and confirming the roles of multiple contracts for an exhibitor (e.g. invoice contract can be different from the shipping and marketing contracts).
- Creating dynamic pricing and including it in the contract
- Collecting deposits

### CONTRACT SAVINGS

Enter your information in the worksheet below 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

More than 50% of show organizers believe sponsorships will compose a larger percentage of their marketing mix in the next five years and marketers are looking to spend – 30% report say they'll increase spending on sponsored events in the year ahead[5]. But sponsorships require time and energy.

**Consider how much time you spend:**

- Creating sponsorships
- Presenting them to potential sponsors
- Facilitating the purchase and gathering sponsor information

## SPONSORSHIP SAVINGS

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

| TASK | HOURS SAVED |
|------|-------------|
| Streamlining sponsorship creation | |
| Self-serve selection, upload information | |
| 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 is around measuring an event's success and the accessibility of that data. Availability of that data is part of it, but the processing, presentation and distribution of that data is something else.

## REPORTING

**Think about how much time you spend:**

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

- Customizing reports

- Creating specific views for different stakeholders – one for exhibitors, another for your internal leadership team

- 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 below 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 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 | $ |
| Contract Savings | $ |
| Sponsorship Savings | $ |
| Reporting Savings | $ |

**TOTAL SAVINGS**  $

# About Personify

Personify is the market-leading Constituent Management and Engagement (CME) platform that empowers modern organizations to better engage their constituents, maximize revenue and optimize operations. For over 20 years, we have been driving growth for a diverse group of organizations including organizations, nonprofits, event professionals, YMCAs and JCCs. For additional information, visit www.personifycorp.com.

## 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.

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

**Request a Demo**

**Personify**

personifycorp.com