



# STEP 1: ANALYSIS OF THE CURRENT EVENT APPROACH

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Through a comprehensive analysis, you can gain insights in the deployment of events and how they are approached. To what extent do our events truly contribute to the organization's strategy? Do we have a clear understanding of who we should be targeting with our events? And are we effectively communicating a clear, focused, and relevant message to our target audience?

How can you obtain relevant insights?

- On one hand, by collecting and analyzing quantitative data to gain insight and an overview of what is being done and at what cost. Quantitative data refers to information based on numbers, such as the number of registrations, the number of attendees, the attendee ratio of customers to prospects, and the cost per contact, the percentage ratio between content related events and networking events, average evaluation scores, and so on. You can pre-determine the key points that are important to you for information analysis. You can gather the data into a monitoring list, for example Excel, enabling to derive an analysis from it.
- On the other hand, by collecting and analyzing qualitative information, through interviews with stakeholders. This refers to more descriptive information, someone's personal views, vision and experiences. The opinions and influence of stakeholders are crucial and often play a determining role in the choice of events in many organizations. By involving them in the analysis phase, you gain relevant insights and create engagement with and from them. The goal of these discussions is to gain insight into the current and desired state of the event approach, based on how and why the events are deployed. Consider aspects such as objectives, target audience, whether activities are organized centrally, the evaluation process, and who ultimately is responsible for the budget and how the organization of events should be structured.

