EventMetrics 360: Holistic Event Performance Intelligence

Vision & Value Proposition

Imagine a future where every event decision is backed by three years of historical intelligence, not just gut feel.

EventMetrics 360 shifts the role of the event from a fleeting moment to a perpetual generator of business value.

Deeper Engagement: Tracks sentiment and feedback trends over multiple years to identify what actually resonates with your core audience.

Measurable Outcomes: Links event participation directly to sales pipeline growth and CRM data.

Budget Justification: Includes 'hidden' costs like team preparation time and travel expenses to calculate the actual cost of acquisition.

Strategic Insight: Turns post-event data into a predictive tool for future planning, ensuring your next event outperforms the last.

Scalability: Designed to handle everything from intimate 50-person leadership offsites to 5,000-person global conferences.

Attendee & Stakeholder Impact

The Event Producer

Responsible for NPS, engagement scores, and proving the event's worth to leadership.

Solve the pain point of fragmented, anecdotal feedback that fails to justify budget increases.

"Finally, I can walk into a budget meeting with a three-year growth chart and a clear pipeline report, not just a folder of nice comments."

The Sponsor Activation Manager

Needs to prove ROI to exhibitors to ensure they return for the next cycle.

Solves the lack of clarity regarding long-term lead conversion after the booth is packed away.

"The ability to see how my leads move through the sales pipeline over time makes my sponsorship renewal a no-brainer."

The CFO (Non-Obvious Persona)

Views events as high-cost, high-risk line items and demands efficiency and accountability.

Solves the 'black hole' of hidden event costs like lost productivity and travel spend.

"Now I can see the total resource investment versus the bottom-line return. It turns events from an expense into a strategic investment."

Feasibility Assessment

A. Technology Readiness

TRL: 5 — Technology validated in relevant environment.

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

While data aggregation and CRM integrations are mature, the specific logic for automating 'preparation time' tracking and correlating it with multi-source event data requires validation in high-pressure live environments.

B. Operational Feasibility

BRL: 4 — Concept validated through initial market feedback and prototype testing.

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: Can be managed by non-technical teams via API integrations with standard registration platforms.

Reliability: Operates primarily as an analytical layer, meaning it does not carry 'live stage' failure risks during keynotes.

Data Privacy: Built with GDPR-compliance at the core, focusing on aggregated trends rather than intrusive individual tracking.

Cost Model: A SaaS subscription model based on the number of events or total attendees managed annually.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

Build a dashboard that ingest 3 years of historical registration and feedback data from one anchor client.

Set success metrics: accuracy of ROI calculation compared to manual methods and time saved in reporting.

Phase 2 — Controlled Live Pilot

Run at a mid-sized corporate conference (300-500 people) to test real-time data capture.

Stress-test the 'preparation time' logging and travel expense integration during the peak registration rush.

Phase 3 — Iterate & Validate the Business Model

Refine the predictive algorithms based on pilot outcomes.

Validate partnership routes with major AV and production companies who can offer this as an 'Intelligence Add-on'.

Phase 4 — Scale & Ecosystem Integration

Full integration with the broader event data ecosystem (Salesforce, HubSpot, Cvent).

Develop an implementation playbook so it can be deployed globally without bespoke developer support.

Strategic Launch & Market Integration

Strategic Partnerships

Integrate with Event Technology platforms like Cvent or Eventbrite to become their default intelligence layer.

Partner with Speaker Bureaus to demonstrate how specific talent directly impacts attendee sentiment and pipeline.

Rollout Strategy

Lead with one knockout case study from a recognisable global brand to build industry trust.

Create a 'show don't tell' demo that allows organisers to input their own 'lost' data to see an instant ROI preview.

Macrotrend Alignment

Addresses the shift from 'information broadcast' to 'collective intelligence generation' by treating events as data mines.

Meets the growing C-suite demand for events that produce strategic output and measurable financial returns.

Aligns with the rise of AI literacy—audiences and organisers now expect sophisticated, real-time data insights.

Next Step

Identify your most important event from the last 24 months and input its attendance, budget, and known lead data into the EventMetrics prototype to generate your first 'True ROI' baseline report within 30 days.