

STRATEGIC EVENT AUDIT PROCESS

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EVENT STRATEGY CHECKLIST

Set	Set a clear mission and vision
Identify	Identify core values for the organization
Arrange	Arrange events so they meet the needs of the members and the organization
Be	Be mindful of resources required for success
Do	Do the research to ensure success
Communicate	Communicate why the events are important to staff and stakeholders
Develop	Develop an evaluation process

WHY ARE WE HOLDING THIS EVENT?



MAKE DECISIONS



MARKETING



EDUCATION AND
TRAINING



COMMUNICATION



SALES/FUNDRAISING



BUILD
TRUST/PERSUADE



NETWORKING/
RELATIONSHIPS

PRIORITY MEASUREMENTS



Does the event align with our mission?



Does the event match our core values?



Did the meeting meet our member needs and expectations?



Did the meeting meet our organization needs?



Is this event necessary?

SET GOALS AND MEASUREMENTS



To measure progress or success



To align resources for greatest impact



To mark progress to-date and stay on track



To allow for a change in course when necessary



To change direction of the industry/membership

USING DATA



TO SELL SPONSOR
PACKAGES AND
DEMONSTRATE VALUE



TO PERSUADE
ATTENDEES TO
PARTICIPATE OR BELONG



TO EDUCATE SPEAKERS
ABOUT THEIR AUDIENCE



TO WORK WITH
SUPPLIERS AND VENDORS
IN THE SALES PROCESS

WHO ARE OUR STAKEHOLDERS AND WHAT DO THEY WANT FROM OUR EVENT?



ATTENDEES/
MEMBERS/
CUSTOMERS



SPONSORS/
VENDORS



INVESTORS



SALES/SUPPLIERS



GOVERNMENT



COMMUNITY
MEMBERS



PROSPECTIVE
CUSTOMERS

SET GOALS AND OBJECTIVES

