

# Show's over.

(But the good stuff has just begun.)



## Phew.

The event's over. You survived.

Now, let's get to work. (Were you hoping it was time for a break? Sorry. But this will be worth it.)

## It's time for measurement.

This is where the insights happen. Anyone can collect survey responses. If you **really** want to prove it worked, you've got to **dive deeper**.

**Way deeper.**

Use **intelligent analytics** to find out what went right, what went wrong **and why**.

Check out this depth chart. If you're **not** asking all these questions, you're missing the mark:

<b>Participant satisfaction</b>	Did participants rate the event well?	Did logistics go as planned?	Was transportation seamless?	Were food and accommodations well received?
<b>Attitudes and intentions</b>	Do participants intend to enact new behaviors?	Do participants feel more invested?	Have participants' understandings or beliefs changed?	Did the message resonate with participants?
<b>Behaviors and actions</b>	Have participants adopted a new process?	Are participants dedicating more time to what's important?	Are participants using new tools or techniques?	Are participants equipped to make a change?
<b>Business outcomes</b>	Have costs been reduced?	Has productivity increased?	Have leads increased?	Are sales numbers meeting or exceeding forecasts?

Without the right analytics in place, your event could be considered an expensive party. Measurement is the single best way to get a return on the investment of your time and resources.

Learn more about BI WORLDWIDE's event measurement capabilities. Visit [biworldwide.com](http://biworldwide.com) or email [info@biworldwide.com](mailto:info@biworldwide.com).



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