Event Measurement Framework

TIMING

Pre-Event	Event	Post-Event

FOCUS

Inputs ◆ Outputs

PURPOSE

Forecasting	Short-Term Impacts	Long-Term Impacts

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KPIs

1. **Input KPIs**
   - Can be measured pre-event
   - Can inform event planning and impact
   - e.g. number of participants

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2. **Output KPIs**
   - Measured during or immediately post-event
   - e.g. attendance
   - Often reported publicly

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3. **Outcome KPIs**
   - Most meaningful assessments of impact
   - Combination of inputs / outputs / external research
   - e.g. total economic impact

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