Five Pillars of Event Impact

Attendance + Engagement

- Defines the 'event population'.
- Informs operational, product and revenue planning, and partner return on investment (ROI).
- Key to assessing economic, environmental and social impact.
- Increasing focus on real time data capture and utilisation.

Measures include:

- Total attendance (spectators + participants + other)
- Unique attendees
- Attendee profile (demographics) including local vs. domestic vs. international
- Overall satisfaction with specific event attributes
- Net Promoter Score (NPS)

1. **Pre-Event** Input KPIs		2. **Event** Output KPIs		3. **Post-Event** Outcome KPIs
Differentiate number of attendances & number of unique attendees **Attendance at Ticketed Events:** • Primary data source is ticket sales and ticket distribution (however number of tickets distributed / sold does not always equal the attendance at the event). • Includes participants, staff, media, etc.	+	**Attendance at Ticketed Events:** • Actual vs. Forecast **Attendance at Non-Ticketed Events:** • Registered attendance / check-ins / proxy tickets • Entry / exit controls (clickers used by volunteers) • Crowd size estimates **Demographics and Engagement** • Event survey results and analysis	=	• Stakeholder reporting and future involvement • Attracting new Funding and Partners • Yield / revenue management • Future event blueprint

Social

- Quantifying the positive effects on the people and communities interacting with an event.
- Growing priority for public sector, funders and partners.
- Increasing focus on measuring the dollar value of the social impact generated.
- Typically aligned to The Living Standards Framework (LSF) Indicator Units.

Measures include:

- Civic pride
- Quality of life
- Social capital / sense of community
- Cultural connections
- Accelerating long-term behavioural change (e.g. health and well-being)
- Community capability enhancement (e.g. underwriting community infrastructure)
- Social ROI

1. **Pre-Event** Input KPIs		2. **Event** Output KPIs		3. **Post-Event** Outcome KPIs
Policies, plans and public commitments across: • Community Engagement • Cultural Engagement • Volunteers • Activation • Outreach • Diversity & Inclusion • Skills Development **The Living Standards Framework (LSF) Indicator Units**	+	• Surveying and analysis • Attendees / participants • Volunteers • Local host community • Quantitative and qualitative (ongoing) • Community and Cultural Engagement **The Living Standards Framework (LSF) Indicator Units**	=	• Legacy benefits of event • Benefit to host city residents / community • Changes in community outcomes • Social ROI ($ value)

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Economic

- Financial benefits of delivering or hosting of an event (new money).
- Enables public sector bodies to evaluate economic return on investment.
- Helps event owners to plan / optimise revenue model.

Measures include:

- Profit and Loss (P and L)
- Yield per attendee / category etc
- Visitor and organiser bed nights
- Visitor and organiser expenditure
- Long-term infrastructure investment

1. **Pre-Event** Input KPIs		2. **Event** Output KPIs		3. **Post-Event** Outcome KPIs
• Projected P and L • Event days • No. and capacity of event venues • No. and origin of confirmed spectators • No. and origin of confirmed participants • No. and origin of confirmed 'other' attendees (e.g. staff and media) • Budgeted event expenditure • Public vs. private sector funding split • Planned long-term infrastructure investment • Contracts to local suppliers • Sector alignment / promotion • Knowledge transfer	+	**Within the venue(s):** • Attendee expenditure • Ticketing revenue and yield • Event expenditure **Outside of the venue – visiting spectator, participants and other attendees:** • Total bed nights • Length of stay (Average / Actual) • Expenditure • Total length of stay	=	**Event financial performance and position** **Direct economic impact:** • Total amount of additional expenditure, which can directly be attributed to staging an event **Total economic impact:** • Incorporates the subsequent 'secondary impacts' of additional spending within the host economy (economic multipliers)

Simple Direct Economic Impact Formula =

Number of out of region attendees	**X**	**Average length of stay**	**X**	**Average per night visitor spend**
e.g. 20% = 2,000 of 10,000		e.g. 2.5 nights		e.g. $200 per night

Estimated Forecast Direct Economic Impact = $1 million

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Environmental

- The total environmental impact of an event (direct + indirect).
- Growing priority for public sector, funders and partners.
- ISO 20 121, the International Standard on Sustainable Event Management.

Measures include:

- Waste / Water / Energy / Transport / Food and Beverage impacts
- Strategic alignment to city / regional objectives (e.g. content / format and delivery)

1. **Pre-Event** Input KPIs		2. **Event** Output KPIs		3. **Post-Event** Outcome KPIs
Overall environmental appropriateness of the event; location, scale of event, access and timing. **Significant forecasted environmental impacts:** • Travel and transport activity • Food and drink consumption • Event-related energy and water consumption • Event-related production of different waste streams • Skills development	+	**Impact types:** • Direct, local and immediate • Direct, global and longer term • Indirect impacts • Additional on the event **Approaches:** • Quantitative, outcome-oriented • Qualitative, process-oriented	=	**Net event carbon footprint including:** • Renewable energy usage • Caron offset

Media

- Measures awareness and engagement with an event.
- Assists partners, funders and public sector bodies to plan and evaluate ROI.
- Helps event owners to optimise marketing and communications efforts.

Measures include:

- Reach (where and how much)
- Type (format / channels / platforms)
- Owned / Paid / Earned
- Equivalent advertising value (e.g. rate-card)
- Alignment and tone

1. **Pre-Event** Input KPIs		2. **Event** Output KPIs		3. **Post-Event** Outcome KPIs
• Promotional plan • Reach and alignment of planned media initiatives • Social media reach of event, event owners, event partners and participants	+	• Share and alignment of voice achieved • Performance of owned and paid media channels • No. of media reps attending • Volume, alignment and equivalent advertising value of earned media achieved • Attendee satisfaction and Net Promoter Score • Event awareness and engagement among key audiences • Perception shifts recorded	=	• Optimisation of future media planning • Increase in event and partner brand value • Increase in awareness and positive engagement with the destination (e.g. perception shift, likelihood to visit etc.)