



**ROI-METHODOLOGY IS A TOOL
NOT A PANACEA...**

- **BY TRANSFERRING KNOWLEDGE, INFLUENCING AND INSPIRING PARTICIPANTS, YOU CAN MOVE THEM TO ACTUALLY DO SOMETHING AFTER THE INTERVENTION.**



**AND WITH REALLY
DOING SOMETHING,
I MEAN MORE THAN
JUST 'THINKING OR
FEELING'.**

- **HOW WELL DO YOU KNOW YOUR TARGET GROUP?**

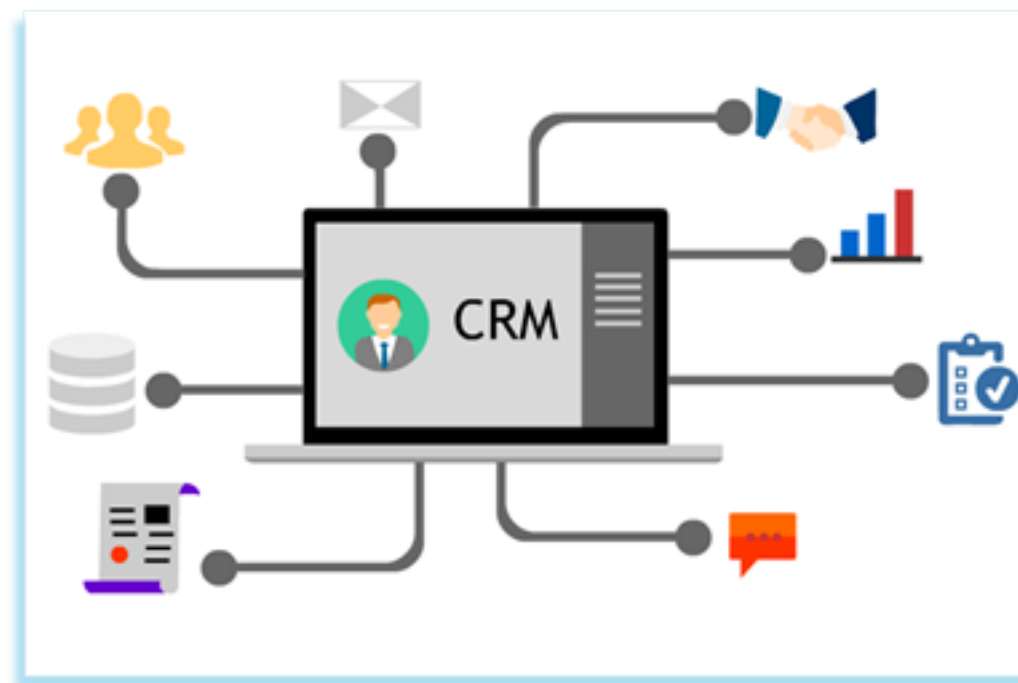




**FOR EXAMPLE, YOUR TARGET GROUP
'CLIENTS' WILL CONSIST OF SEVERAL
SUBGROUPS**

**NAME THESE SUBGROUPS AND THEN
IDENTIFY WHICH NEEDS ARE
CHARACTERISTIC FOR EACH GROUP.**

- **IT IS OF GREAT IMPORTANCE TO GRADUALLY ENRICH YOUR CUSTOMER SPECIFIC INFORMATION (YOU GET TO KNOW MORE EACH DAY)**





**HOW DO YOU SET A
TARGET GROUP IN
MOTION?**

**ANSWER THESE TWO
QUESTIONS:**



**WHAT BEHAVIOR DO YOU EXPECT
FROM THE TARGET GROUP AFTER
THE INTERVENTION?**



**WHY DO THEY NOT DISPLAY THIS
BEHAVIOR TO DATE?**



- **WITH THE ANSWER TO THESE TWO QUESTIONS, YOU START DESIGNING YOUR INTERVENTION**

- **DESCRIBE YOUR BUSINESS
NEEDS AND DEFINE THE
EXPECTED IMPACT OF THE
INTERVENTION**

- **THEN YOU DEFINE THE ACTIONS
(BEHAVIOR) THAT YOU EXPECT
FROM YOUR PARTICIPANTS
AFTER THE INTERVENTION**

- **AND FINALLY YOU DESCRIBE
WHAT PARTICIPANTS MUST
‘LEARN’ TO BE ABLE TO ALTER
THEIR BEHAVIOR**



RELATE THESE ‘LEARNINGS’ TO:

INFORMATION

RELATIONSHIPS

ATTITUDE

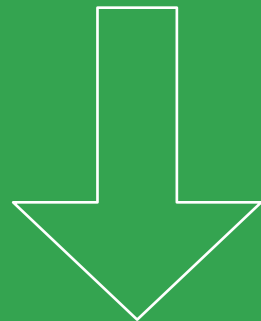
SKILLS



**ONLY WHEN YOU HAVE DONE THIS YOU'RE ABLE TO DETERMINE
WHAT THE IDEAL ENVIRONMENT FOR ACHIEVING YOUR GOALS
LOOKS LIKE...**

- **THE ROI METHODOLOGY
BECOMES CLEARER WITH THE
MODEL ON THE NEXT SLIDE**

EVENT PLANNING



#6

ROI

#5

IMPACT

#4

BEHAVIOR

#3

LEARNINGS

#2

ENVIRONMENT

#1

TARGET GROUP



EVALUATION



BUT WHAT EXACTLY DO YOU MEASURE?

- **YOU MEASURE AT EVERY LEVEL OF
THE MODEL

PREFERABLY BEFORE AND AFTER THE
INTERVENTION**

#1 & 2 TARGET GROUP & ENVIRONMENT

HOW DID THE PARTICIPANTS EXPERIENCE THE INTERVENTION?

INQUIRE AMONG OTHER:

- AMBIANCE
- FACILITIES
- CATERING
- LOGISTICS
- OVERALL IMPRESSION

#3

LEARNINGS

WHAT HAVE THE PARTICIPANTS KEPT ABOUT THE INTERVENTION?

INQUIRE AMONG OTHER:

- RELATIONSHIPS
- SKILLS
- KNOWLEDGE
- INFORMATION

#4

BEHAVIOR

WHAT DID THE PARTICIPANTS ACTUALLY CHANGE IN THEIR BEHAVIOR AFTER THE INTERVENTION?

INQUIRE AMONG OTHER: - BEHAVIOR PRE- & POST INTERVENTION
- SPECIFIC EXAMPLES

ASK OPEN QUESTIONS AND ARRANGE INTERVIEWS

#5

IMPACT

OF COURSE YOU HAVE ALREADY OBTAINED INTERESTING INFO FROM LEVEL 1 TO 4 ... BUT THERE IS MORE!

INQUIRE AMONG OTHER:

- WHAT YOU REALLY WANTED TO ACHIEVE
- LOYALTY
- EMPLOYEE SATISFACTION

#6

ROI

HERE YOU MEASURE COSTS AND REVENUES
(AND THAT'S NOT ALWAYS EASY)

FOR EXAMPLE: PROMOTING COOPERATION AS A GOAL,
CAN BE MEASURED BY THE NUMBER
WORKING HOURS THAT EMPLOYEES INVEST IN PROJECTS

- **IN BRIEF**

DESCRIBE YOUR GOAL (S) CLEARLY AND CLEARLY IN ADVANCE AND ENSURE THAT YOU HAVE RELIABLE DATA THAT ENABLES YOU TO MEASURE YOUR RETURN.

YOU CANNOT AND DO NOT ALWAYS HAVE TO CONVERT THE ROI OF YOUR INTERVENTION INTO HARD EUROS

NEVERTHELESS THERE ARE A NUMBER OF GOOD REASONS
WHY YOU WOULD LIKE TO MEASURE THE RETURN ON YOUR
INTERVENTION(S)

THESE ARE THE MOST IMPORTANT:



WHY MEASURE ROI?

1. JUSTIFYING THE BUDGET
2. MAPS INPUT FROM PARTICIPANTS
3. BASIS FOR 'FUTURE EVENTS' (WHAT WORKS AND WHAT DOESN'T)
4. IMPLEMENTATION OF COMPONENTS IN COMMUNICATION MIX
5. TRUST FROM SENIOR MANAGEMENT

● **BUT YOU HAVE TO STAY HONEST...**



● **IS THE ROI EXCLUSIVELY
ATTRIBUTABLE TO YOUR
INTERVENTION?**





HERE'S YOUR PROBLEM

SIDE-EFFECTS



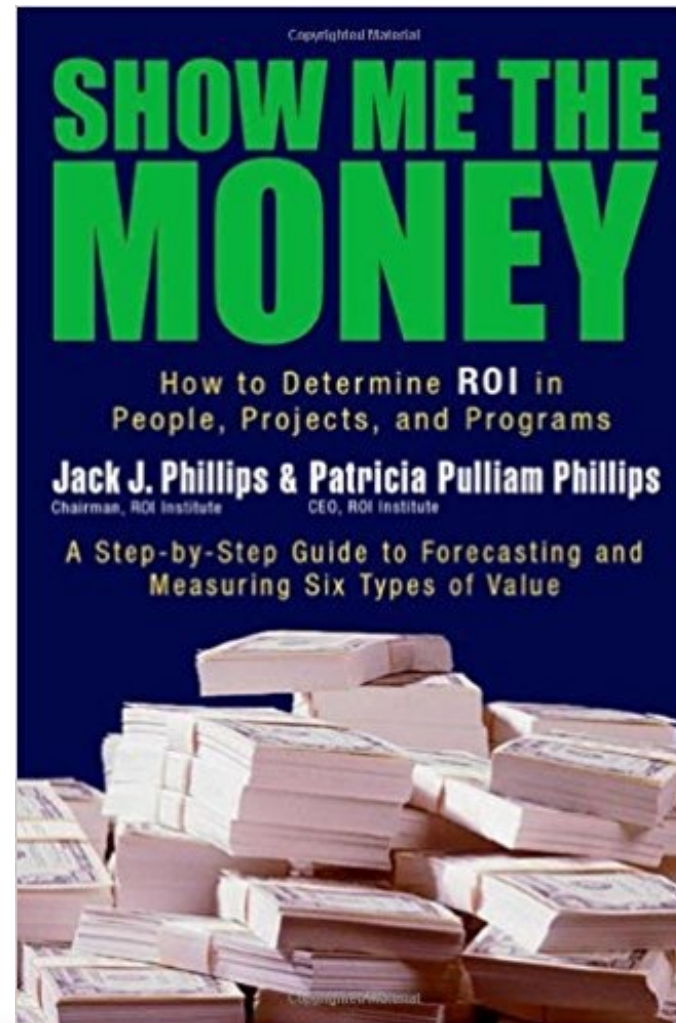
IMPACT AFTER INTERVENTION

- **AND THIS IS YOUR SOLUTION**
COMPARE YOUR ROI RESULT
ALONGSIDE THE RULER OF
OTHER DATA

- **FOR INSTANCE**

- CONTROL GROUPS
- METHODS TO FORECAST
- TREND ANALYSIS
- MANAGEMENT ESTIMATES
- EXTERNAL SPECIALISTS

- **WANT TO KNOW ABOUT ROI?**



READ THE BOOK BY JACK J. PHILLIPS
AND CONTACT ME!