

EVENT SUCCESS

KPI EXAMPLES

EVENT DATE:

EVENT LOCATION:

UPDATED:

AWARENESS

INCREASED INSTAGRAM FOLLOWERS

INCREASED TWITTER FOLLOWERS

INCREASED PODCAST DOWNLOADS

INCREASED YOUTUBE SUBSCRIBERS

INCREASED WEBSITE TRAFFIC

PHOTOS POSTED TO SOCIALS

HASHTAG USAGE COUNT

IMPROVED SPONSOR AWARENESS

OVERALL BRAND AWARENESS

SALES

INCREASED REVENUE

INCREASED PROFIT

LEADS GENERATED

REDUCED SPEND

REDUCED COST PER HEAD

CONTACTS SIGNED

INCREASED BOOKINGS

INCREASED VIP SALES

INCREASED CLIENT VALUE

FEEDBACK

POSITIVE REVIEWS

PRODUCT FEEDBACK GATHERED

SPONSOR SATISFACTION SCORE

REDUCED NEGATIVE REVIEWS

ATTENDANCE

INCREASED # OF ATTENDEES

DECREASED DROP OUT RATE

NEW CLIENTS ATTENDED

INCREASED VIP ATTENDANCE

THE NEW BLACK STUDIO.

0207 315 4025 | CREATE@THENEWBLACKSTUDIO.CO.UK
KEMP HOUSE, 160 CITY ROAD, LONDON, EC1V 2NX