

EVENT MARKETING & BRANDING

Continuous Measurement, ROI Analytics & Attribution 2030

A two-day programme in event roi analytics & attribution, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Provides an advanced framework for quantifying qualitative event success. Covers unified ROI formulas, pipelines attribution, brand equity valuation, and automated C-suite reporting.

What participants will learn

- 01** Conclusively prove event value and contribution to pipeline revenue to executive boards.
- 02** Measure both short-term sales attribution and long-term brand equity gains.
- 03** Automate post-event data synthesis and conversion reporting into real-time dashboards.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 The Modern Event ROI Framework

- Moving beyond simple survey scores to measuring total business impact, pipeline, and retention.

02 Pipeline Attribution & Account-Level Tracking

- Tracking how event attendance accelerates active deal speed and contract value in CRM systems.

03 Quantifying Brand Equity & Media Impact

- Calculating earned media value, social conversation velocity, and dynamic brand perception lift.

04 Automated Post-Event Surveying & Conversational AI Feedback

- Utilizing conversational voice/text AI to collect rich qualitative feedback at scale.

Detailed programme

Day 2 | Application and action planning

05 Calculating Total Cost of Operations (TCO) vs. Value Delivered

- Factoring in hidden soft costs, internal staff hours, and long-term asset value into net ROI.

06 Multi-Touch Data Integration (CRM, ERP, Event Apps)

- Connecting venue registration, booth scans, and session heatmaps into unified intelligence hubs.

07 Presenting Event Data to C-Suite & Board Members

- Crafting executive summaries that frame events as revenue drivers rather than cost centers.

08 ROI Analytics Dashboard Design

- Building a live business intelligence dashboard template for executive event evaluation.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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