



CEMA SUMMIT 2024

SEATTLE, WASHINGTON | AUGUST 4-6

Beyond the Event Dashboard: 5 Key Event Statistics to Prioritize for Maximum Success



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A large crowd of people is shown from behind, filling the frame. The scene is dimly lit with a strong blue color cast. In the background, there are blurred lights and structures, suggesting an indoor event space. Overlaid on the center of the image is the text '20,000 Attendees' in a large, bold, yellow font.

20,000
Attendees



Who Cares

CEMA ²⁰²⁴
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Dashboard EVA Event App

As of Aug 5, 2024, 1:41 AM Viewing as Julia Moore

Open Refresh Subscribe

EVA- Total Events



View Report (EVA- Total Events)

EVA - Order Status



View Report (Event Sales Orders Report)

EVA - Registration by Events

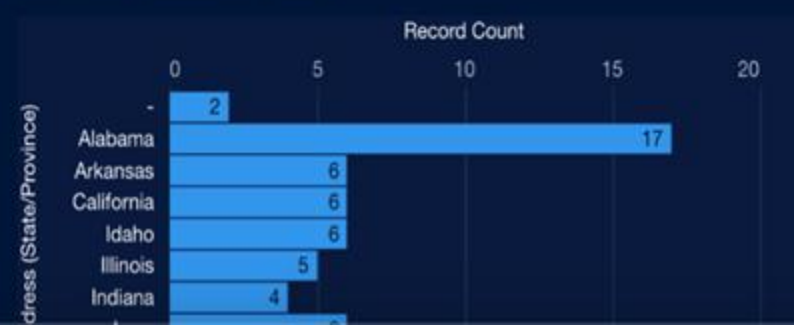


View Report (EVA - Registration by Events)

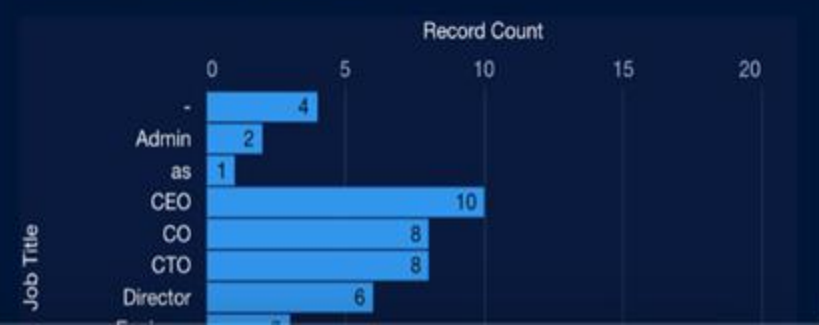
EVA - Total Payment

20k

EVA - Registration by State



EVA - Registration by Job Title



Beyond the Event Dashboard: 5 Key Event Statistics to Prioritize for Maximum Success

The Power of Engagement
Over Attendance

Actionable Analytics
for Real-time Decisions

ROI Redefined

Predictive Insights
for Future Success

Post-Event Data
Deep Dive

Attendance Figures

VS.

Engagement Metrics

Webinar Attendance

vs.

Interaction Rates

Conference Registrations

vs.

Session Participation

Trade Show Visitors vs.

Booth Engagement

Trade Show Visitors vs. Booth Engagement

Trade Show Visitors

- **2,000** visitors.

Booth Engagement

- Only **30%** of visitors engage with exhibitors at the booths, and just **10%** sign up for follow-up information.

Actionable Analytics for Real-time Decisions



**Real-Time
Session Feedback**



**Live Polling
for Session Topics**



**Social Media
Sentiment Analysis**

Live Polling for Session Topics

Action

The event team re-allocates resources to popular sessions, such as moving them to larger rooms or scheduling additional time for these topics.



ROI Redefined



Brand Impact



**Long-term
Engagement**



**Attendee
Satisfaction**

Long-term Engagement

How to Measure

- track repeat attendance
- community engagement post-event
- follow-up interaction rates

Data Points Needed

- post-event survey data
- renewals
- event app usage stats
- community forum activity



Predictive Insights for Future Success



Forecasting Attendee Preferences



**Identifying
High-Risk Areas**

Post-Event Data Deep Dive



Analyzing Post-Event Data

- Identifying Successes
- Highlighting Areas for Improvement



Utilizing Insights for Future Events

- Refining Strategies
- Enhancing Attendee Experience
- Boosting Engagement

5 Key Metrics

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Enhancing Events with AI Certificate

CEMASummit30



Event Measurement & Analytics Certificate



Thank You



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A nighttime photograph of a city street with a large, modern building in the background. The building has a glass facade and is illuminated from within. The street is dark, and there are some lights visible in the distance. The overall scene is dimly lit, with the building's lights providing the primary source of illumination.

Don't forget!

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