SCRAPPY AF

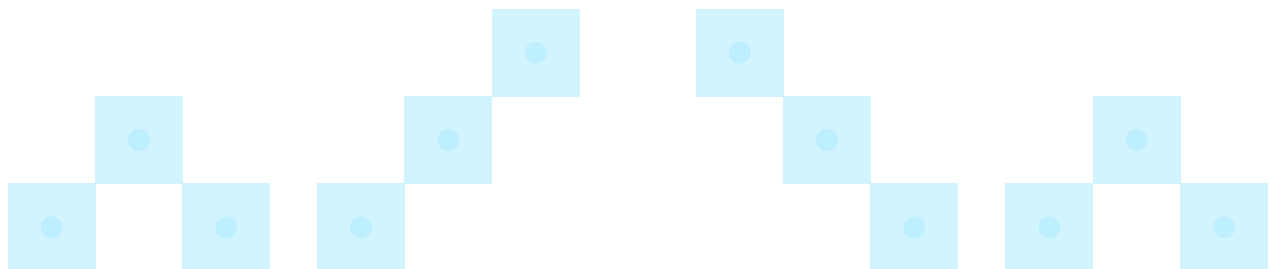# 15 Sure-Fire Ways to Measure Success at In-Person Conferences When Exhibiting

In-person events are coming back strong, so how do you get the most out of your conference investment?

Defining what success looks like is step-one for any marketing initiative. Here are the metrics that we use at ScrappyAF to measure success for our clients when they attend, sponsor and exhibit at conferences and events.

01 Qualified contacts/leads collected (total count and percent of total possible).

02 Number of lead follow up appointments set.

03 Projected revenue from appointments set (apply your standard conversion rate for opportunities that reach this stage of your pipeline).

04 Number of on-site meetings held and/or solution demonstrations given (if applicable).

05 Projected revenue from on-site meetings (apply your standard conversion rate for opportunities that reach this stage of your pipeline).

06 Number of new deals closed with existing customers.

07 Total revenue from new deals closed with existing customers.

08 Number of newly acquired customers.

09 Projected total lifetime revenue from new customer acquisitions.

10 Number of new competitors/competitive-solutions identified.

11 Session/presentation attendance (if anyone from your company was a speaker/presenter).

12 Social media reach during the event (impressions, shares, follows, comments, likes).

13 Website traffic impact (increase during show).

14 New content subscriptions (if applicable

15 New Influencer follows

For every conference that you pay money to sponsor, attend, or exhibit at, the best way to answer the question "was it worth it?" is with data.

At ScrappyAF we recommend setting goals for each of the measures above before the event to concretely define success for each area. Circle up with your team after the event, take a hard look at the numbers and decide:

▸▸ (**a**) Rinse and repeat next year

▸▸ (**b**) Revamp the strategy and try again next year

▸▸ (**c**) Skip the event next year and allocate your budget in a different way

If you're looking for the killer strategies to crush it at your next conference event, Scrappy can help you drive great outcomes across all the metrics listed above while spending a fraction of what your competitors spend.

It's all about strong combining strong strategies and creativity to build relationships that translate to revenue. Choose a time that works for you and we can talk through how Scrappy can help you win at your next conference.

▸▸ https://calendly.com/colt-briner/30min ◂◂

www.ScrappyAFmarketing.com