

Evaluating events and conferences

Businesses spend an estimate 150 billion US dollars per year in organising meetings and events in the US alone. However, organisations rarely measure the impact of meetings and events: what did attendance at meetings or events change in the performance of individuals and organisations as a whole?

Answering the key questions

Owl RE has devised an approach to evaluate events and conferences that provides answers to the following key questions:

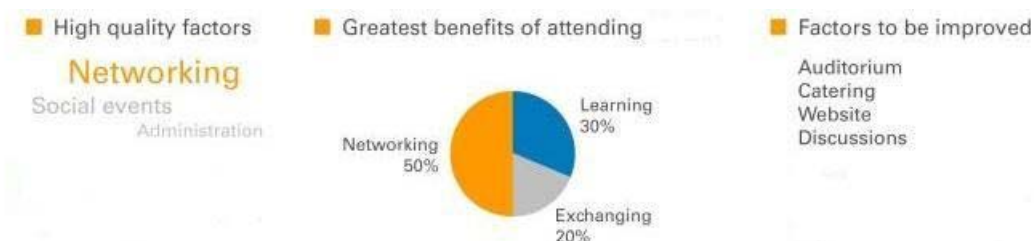
- ◆ What did participants appreciate and value of the event?
- ◆ What were the main strengths and weaknesses of the event?
- ◆ Did the event meet its overall objectives or not?
- ◆ Did the event lead to changes in the way participants do their work now or in the future?
- ◆ How can the event be improved in the future?

Measuring quality and value

Through interaction with event participants, Owl RE undertakes an assessment of the following aspects of the event:

- ◆ Quality & relevance of speakers/moderators
- ◆ Quality & relevance of topics/themes addressed
- ◆ Preference & rating of event formats (e.g. workshops vs. plenary sessions)
- ◆ Preference & rating of event components (e.g. networking, social activities)
- ◆ Performance of services for participants (e.g. registration, venues, catering)

These aspects are rated and ranked by participants into key benefits and areas to be improved.



«The owl can see that which others cannot; which is the essence of true wisdom» (ancient lore)

Accomplishing event objectives

A key question often asked by event organisers is "did we accomplish our objectives?" Owl RE determines to what extent event objectives have been accomplished through interaction with participants.



Assessing the longer term impact of events

Organisations increasingly want to know what is the long term impact of events – how did the event influence the way people work? Owl RE carries out follow-up surveys and interviews with participants to determine what and how an event has impacted on their work in areas including:

- ◆ Changes to the way they find information?
- ◆ Changes to the way they do certain tasks?
- ◆ Growth of their professional network?
- ◆ Initiation of new activities?

Complimentary services for event evaluation include network mapping, ROI calculations, media/online monitoring (event visibility) and panel studies.

Cost-effective evaluation

Owl Research & Evaluation supports organisations in analysing, assessing and evaluating activities in the communications, training/events and development fields.

Our key services include:

- ◆ Developing evaluation methodologies and guidelines
- ◆ Evaluating communication activities and campaigns
- ◆ Evaluating training programmes and events
- ◆ Supporting evaluation projects with research design, management & analysis.

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