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# Identify Your Audience

Determine the key stakeholders or audience members. List their interests, priorities, and level of data literacy to tailor your presentation.

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| --- | --- |
| **Stakeholder** |  |
| **Role** |  |
| **Interests** |  |
| **Priorities** |  |
| **Level of Data Literacy** |  |

# Identify Your Audience (continued)

# ****Examples****

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| --- | --- | --- | --- |
| **Stakeholder Examples** | | | |
| **Role** | CFO, Laura Chang | Marketing Director, John Smith | Event Manager, Sarah Hughes |
| **Interests** | Financial performance of events, budget adherence, cost-benefit analysis of event initiatives. | Identifying effective marketing channels, tracking campaign performance, understanding audience demographics. | Increasing event attendance, enhancing attendee experience, optimizing event logistics. |
| **Priorities** | Monitoring financial metrics, ensuring fiscal responsibility, evaluating financial ROI of events. | Boosting event visibility, increasing registration numbers, improving conversion rates. | Maximizing ROI, staying within budget, ensuring seamless execution of events. |
| **Level of Data Literacy** | High - skilled in financial analysis and experienced with budget management. | Moderate - comfortable with basic data analysis and familiar with marketing metrics. | High - proficient in interpreting complex data sets and using event management software. |

# **Define Your Message**

Collaborate to pinpoint the core insight or takeaway. Ensure everyone agrees on the primary message you wish to convey to the audience.

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| **Stakeholder**  **(Retrieve from previous activity)** |  |
| **Tailored Message** |  |
| **Key Points to Emphasize** |  |

# **Define Your Message (continued)**

# ****Examples****

|  |  |  |  |
| --- | --- | --- | --- |
| **Messaging** | | | |
| **Stakeholder**  **(Retrieve from previous activity)** | CFO, Laura Chang | Marketing Director, John Smith | Event Manager, Sarah Hughes |
| **Tailored Message** | Provide a detailed analysis of financial performance and budget adherence. | Highlight effective marketing channels and campaign performance metrics. | Focus on showcasing strategies for increasing event attendance and enhancing the attendee experience. |
| **Key Points to Emphasize** | Event cost breakdown, budget vs. actual spending comparisons, financial ROI of key initiatives. | Top-performing marketing channels, conversion rate trends, audience demographic analysis. | Successful strategies from past events, attendee feedback insights, logistics optimization techniques. |

# Select Relevant Data

Determine what data points you need and what insights they provide. Select data that is reliable, relevant, and supports your message.

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| --- | --- |
| **Stakeholder**  **(Retrieve from previous activity)** |  |
| **Tailored Message**  **(Retrieve from previous activity)** |  |
| **Key Points to Emphasize**  **(Retrieve from previous activity)** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **What specific data**  **points do you require?** | **What is the source?** | **What are the insights?** | **Does the data support**  **your overall message?** |
|  |  |  |  |
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|  |  |  |  |

# **Select Relevant Data**

# ****Examples****

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder**  **(Retrieve from previous activity)** | | Event Manager, Sarah Hughes | | | |
| **Tailored Message**  **(Retrieve from previous activity)** | | Focus on showcasing strategies for increasing event attendance and enhancing the attendee experience. | | | |
| **Key Points to Emphasize**  **(Retrieve from previous activity)** | | Successful strategies from past events, attendee feedback insights, logistics optimization techniques. | | | |
| **Relevant Data** | | | | |
| **What specific data points**  **do you require?** | **What is the source?** | | **What are the insights?** | **Does the data support**  **your overall message?** |
| Attendance figures from past events | Event registration databases | | Highlight trends in attendance growth or decline | Yes, it shows historical success and areas for improvement |
| Attendee feedback and satisfaction scores | Post-event surveys, feedback forms | | Key preferences and pain points of attendees | Yes, it helps tailor strategies to enhance the attendee experience |
| Best practices and successful strategies implemented | Case studies and reports from previous events | | Proven methods that have increased attendance and improved logistic efficiency | Yes, it provides concrete examples of successful strategies |

# **Structure Your Narrative**

Outline the flow of your story. Designate the introduction, key points for the body, and a compelling conclusion. Aim for a logical progression that keeps the audience engaged.

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| --- | --- |
| **1. Hook**  Grab your audience's attention right away. |  |
| **2. Introduction**  Introduce the topic and state why it's relevant to your audience. |  |
| **3. Current Situation**  Present an overview of the current state. |  |
| **4. Challenges**  Identify key challenges the audience faces. |  |
| **5. Data Presentation**  Provide data to illustrate the challenges and set the stage for your solutions. |  |
| **6. Strategies and Solutions**  Offer data-backed strategies to address the challenges. |  |
| **7. Impact**  Showcase the positive impact of implementing these strategies. |  |
| **8. Call to Action**  Suggest strategies or encourage stakeholders seek solutions. |  |

# **Structure Your Narrative**

# ****EXAMPLE****

|  |  |
| --- | --- |
| **1. Hook**  Grab your audience's attention right away. | Imagine transforming your next event into an unforgettable experience that boosts attendance by 20% and generates a 30% increase in positive feedback from attendees. |
| **2. Introduction**  Introduce the topic and state why it's relevant to your audience. | As an Event Manager, your goal is to achieve a 20% increase in attendance and a 90% attendee satisfaction rate for each event. Today, we'll explore proven strategies to achieve these objectives. |
| **3. Current Situation**  Present an overview of the current state. | Currently, our events boast a solid attendance rate of 85%, but there's always room for improvement in attracting more participants and enhancing their overall experience. |
| **4. Challenges**  Identify key challenges the audience faces. | Despite our efforts, we face challenges such as   * understanding attendee preferences, * optimizing logistics, * and effectively promoting the event to potential attendees. |

# **Structure Your Narrative (continued)**

# ****EXAMPLE (continued)****

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| --- | --- |
| **5. Data Presentation**  Provide data to illustrate the challenges and set the stage for your solutions. | Based on the data, we’ll highlight successful strategies from past events, such as   * targeted marketing campaigns (increasing attendance by 45%), * interactive attendee engagement activities (boosting satisfaction ratings by 30%), * and streamlined logistics processes (reducing setup time by 25%). |
| **6. Strategies and Solutions**  Offer data-backed strategies to address the challenges. | Let's delve into the data from past events:   * attendance figures (e.g., 500 attendees in 2022), * attendee feedback scores (average rating of 4.7/5), * and logistics performance metrics (transport efficiency at 92%).   These data points offer valuable insights into what's working and what needs improvement. |
| **7. Impact**  Showcase the positive impact of implementing these strategies. | Implementing these strategies has led to a 25% increase in attendance and a 30% improvement in attendee satisfaction scores, as evidenced by our data. Optimizing logistics has also enhanced the overall event experience by reducing wait times by 15%. |
| **8. Call to Action**  Suggest strategies or encourage stakeholders seek solutions. | Let’s leverage these insights and proven strategies to plan our upcoming events.   1. implement data-driven marketing to target our audience more effectively. 2. enhance attendee engagement through interactive sessions and personalized experiences. 3. continuously gather and analyze feedback to refine our approach and improve future events.   By focusing on what works and refining our strategy, we can ensure even greater success and attendee delight. |

