

# Beyond Headcounts: How to Use Metrics to Become The VIP of Your Organization

**Vinnu Deshetty**

Event ROI Coach  
CEO/Founder -EVA Event Tech Hub







# TRANSLATION & TRANSCRIPTION

<https://attend.wordly.ai/join/KRQU-4910>



# What type of planner are you?

0  
Association

0  
Nonprofit

0  
Corporate

0  
Industry Partner

0  
Other





YY  UURE

AWESOMME!





**With about 39 million people  
in the Canada**

**\$2 trillion could give**

**each person a bit more than**

**\$50,000.**

**\$890 Billion**



# 60%

of leaders believe that events  
are the most critical marketing  
channel for achieving business  
goals





WHAT THIS MEANS FOR  
YOU?

valued  
and  
important!





10-40%



Event professionals with strong data skills can expect a salary increase of around 10% to 40% compared to their peers without such skills.





# TOP SKILLS IN DEMAND

WORLD  
ECONOMIC  
FORUM

**Data Analysis &  
Big Data**



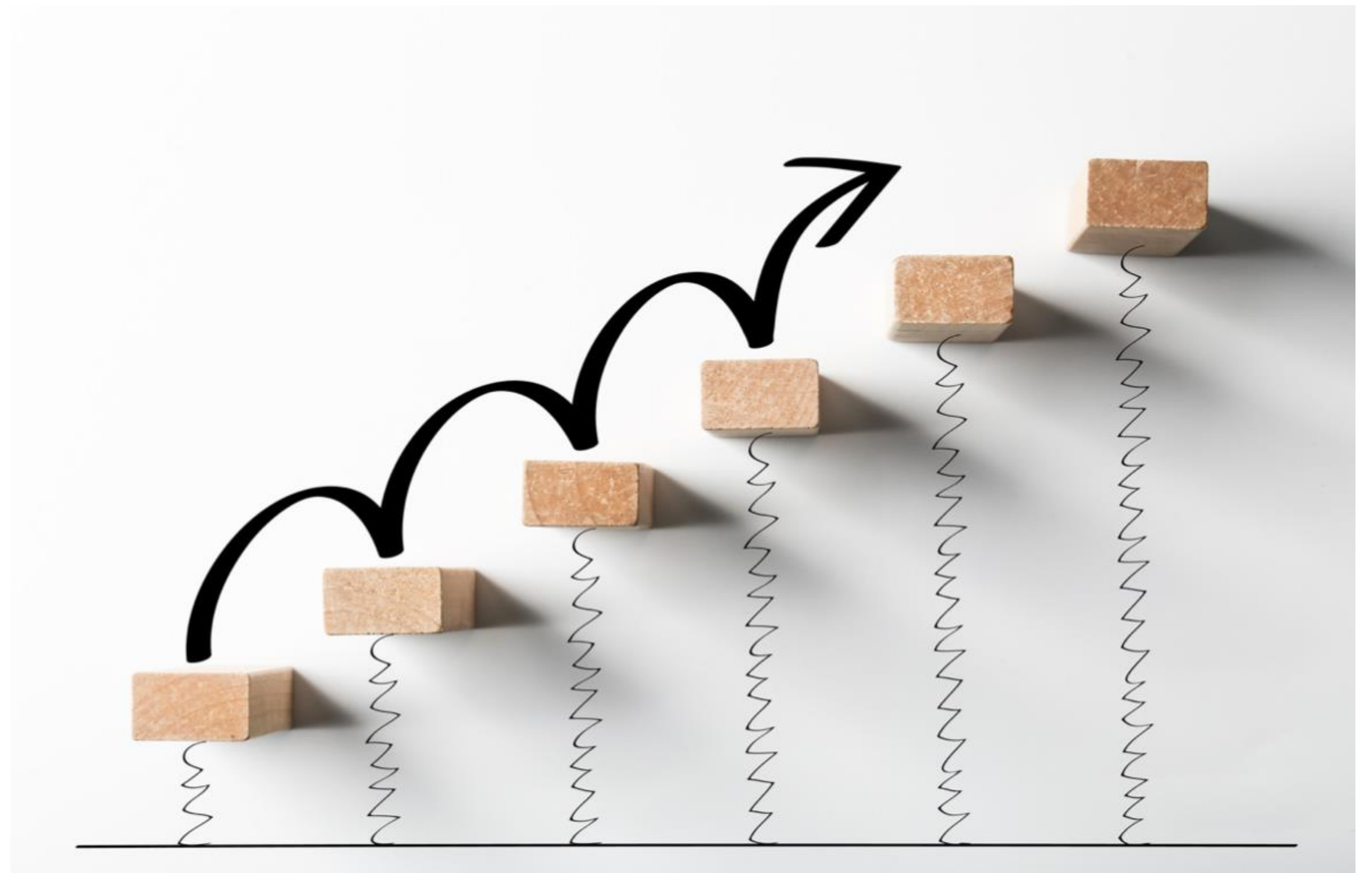
# COMPANIES INVESTING IN DATA SKILLS

**218%**

**Higher revenue per  
employee**

**17%**

**more productive**





# WHEN YOU MAKE DECISIONS BASED ON DATA

- ✓ You build better strategies
- ✓ You get better results
- ✓ You become a rock star

## **Your reward...**

- ✓ Increase in salary
- ✓ Promotions/career growth
- ✓ More influential in your organization
- ✓ If you are searching for a job, it sets you apart







**BUTTS**  
**IN SEATS**

**SO MUCH MORE**



Number of Registrations

Attendance Rate

Lead Generation

Engagement Rate

Net Promoter Score (NPS)

Event Revenue

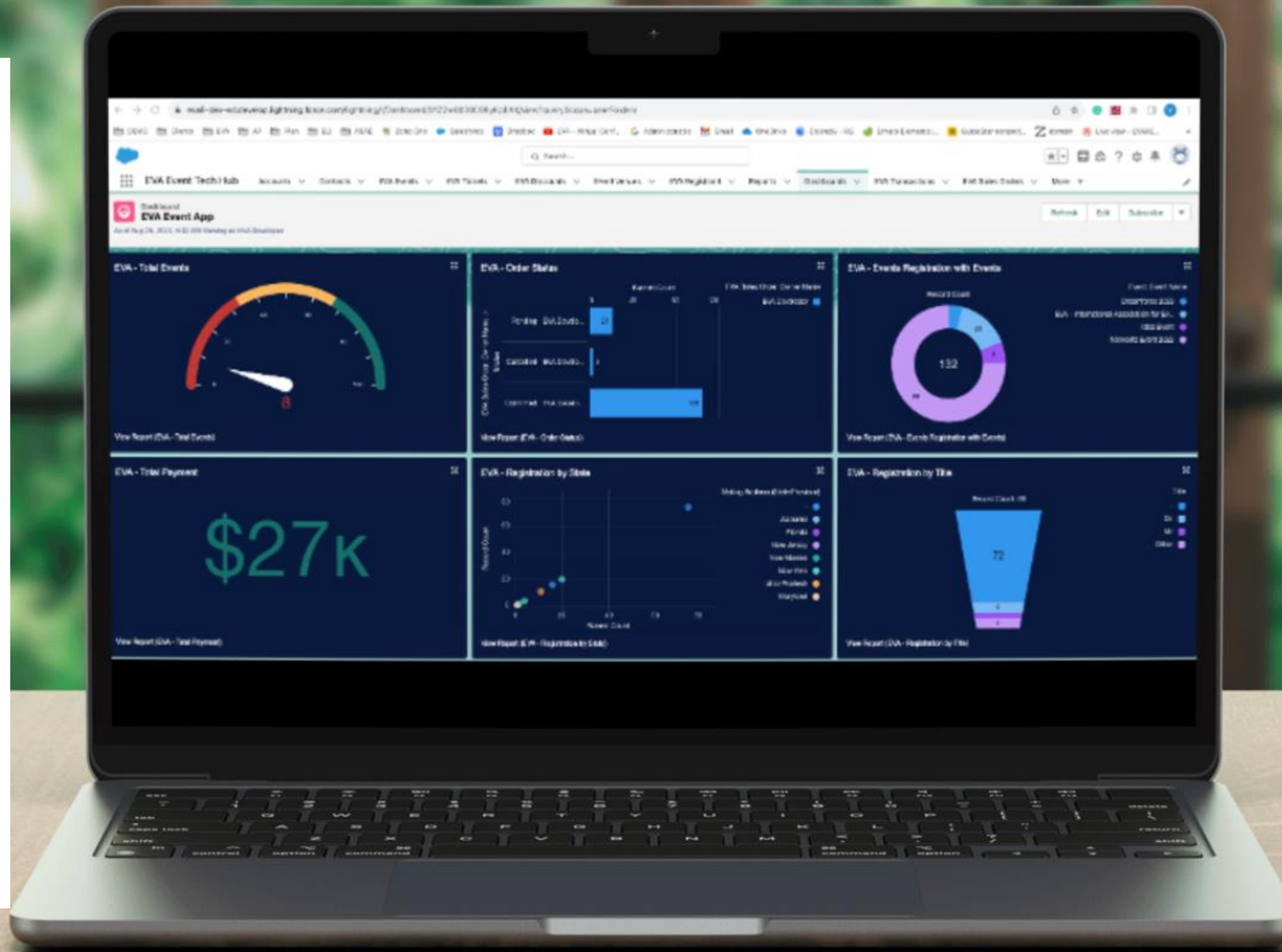
Exhibitor Satisfaction

Social Media Reach and Impressions

Session Feedback

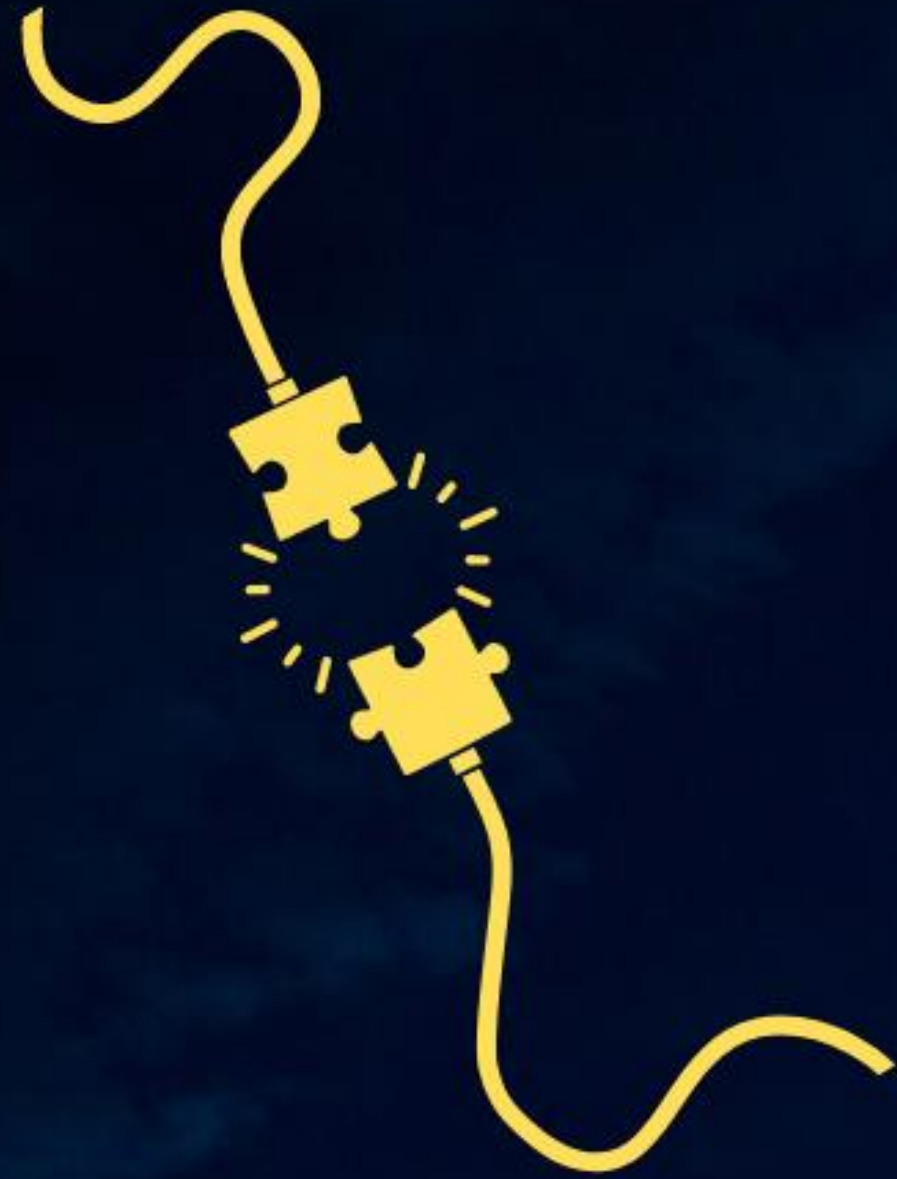
Post-Event Survey Responses

Website Traffic





# Event Data



# Org Goals



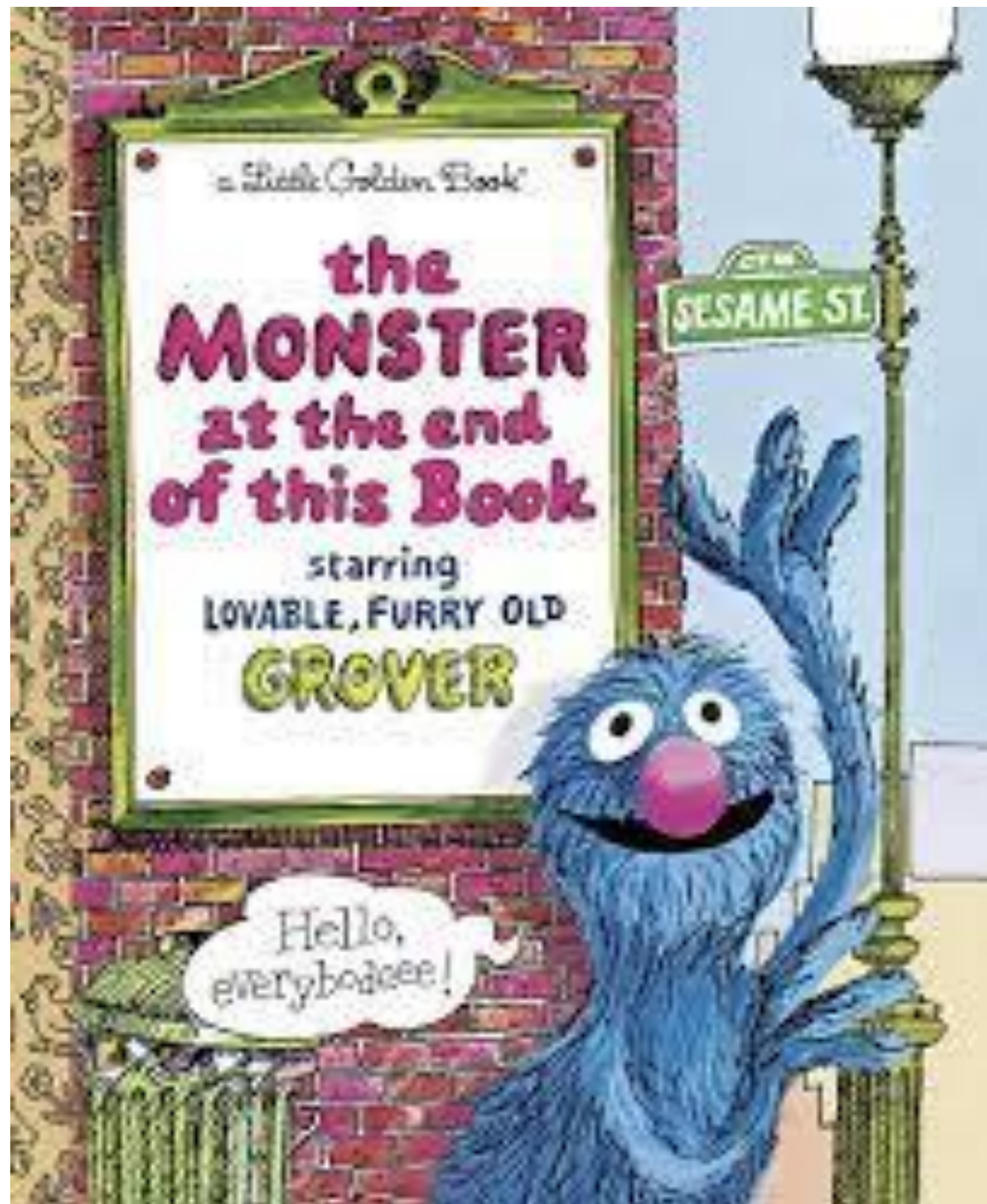




**What's**  
**IMPORTANT**  
**to your stakeholder?**



# DO YOU CURRENTLY USE STORYTELLING?



22x

More likely

Stories are remembered up to 22 times more than facts alone, making storytelling a powerful tool for advocacy and persuasion among leaders



# STEPS TO CRAFT YOUR DATA STORY

Identify Your Audience



Define Your Message



Select Relevant Data



Structure Your Narrative



Choose the Influential Visuals



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WHAT MATTERS TO YOUR  
STAKEHOLDERS?





# IDENTIFY YOUR AUDIENCE

<b>Stakeholder</b>	
<b>Role</b>	
<b>Interests</b>	
<b>Priorities</b>	
<b>Level of Data Literacy</b>	



Join at [menti.com](https://menti.com) | use code **6408 7801**



# Pick a Stakeholder



0  
Marketing Director

0  
Event Manager





# STAKEHOLDER EXAMPLE

<b>Role</b>	CFO, Laura Chang
<b>Interests</b>	Financial performance of events, budget adherence, cost-benefit analysis of event initiatives.
<b>Priorities</b>	Monitoring financial metrics, ensuring fiscal responsibility, evaluating financial ROI of events.
<b>Level of Data Literacy</b>	High - skilled in financial analysis and experienced with budget management.





# STAKEHOLDER EXAMPLE

<b>Role</b>	Marketing Director, John Smith
<b>Interests</b>	Identifying effective marketing channels, tracking campaign performance, understanding audience demographics.
<b>Priorities</b>	Boosting event visibility, increasing registration numbers, improving conversion rates.
<b>Level of Data Literacy</b>	Moderate - comfortable with basic data analysis and familiar with marketing metrics.





# STAKEHOLDER EXAMPLE

<b>Role</b>	Event Manager, Sarah Hughes
<b>Interests</b>	Increasing event attendance, enhancing attendee experience, optimizing event logistics.
<b>Priorities</b>	Maximizing ROI, staying within budget, ensuring seamless execution of events.
<b>Level of Data Literacy</b>	High - proficient in interpreting complex data sets and using event management software.





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# DEFINE YOUR MESSAGE

<b>Stakeholder</b> (Retrieve from previous activity)	
<b>Tailored Message</b>	
<b>Key Points to Emphasize</b>	



# MESSAGE EXAMPLE

<b>Stakeholder (Retrieve from previous activity)</b>	CFO, Laura Chang
<b>Tailored Message</b>	Provide a detailed analysis of financial performance and budget adherence.
<b>Key Points to Emphasize</b>	Event cost breakdown, budget vs. actual spending comparisons, financial ROI of key initiatives.





# MESSAGE EXAMPLE

<b>Stakeholder (Retrieve from previous activity)</b>	Marketing Director, John Smith
<b>Tailored Message</b>	Highlight effective marketing channels and campaign performance metrics.
<b>Key Points to Emphasize</b>	Top-performing marketing channels, conversion rate trends, audience demographic analysis.





# MESSAGE EXAMPLE

<b>Stakeholder (Retrieve from previous activity)</b>	Event Manager, Sarah Hughes
<b>Tailored Message</b>	Focus on showcasing strategies for increasing event attendance and enhancing the attendee experience.
<b>Key Points to Emphasize</b>	Successful strategies from past events, attendee feedback insights, logistics optimization techniques.





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# SELECT RELEVANT DATA

## Select Relevant Data

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

<b>Stakeholder</b> (Retrieve from previous activity)			
<b>Tailored Message</b> (Retrieve from previous activity)			
<b>Key Points to Emphasize</b> (Retrieve from previous activity)			
<b>What specific data points do you require?</b>	<b>What is the source?</b>	<b>What are the insights?</b>	<b>Does the data support your overall message?</b>



# STEPS TO CRAFT YOUR DATA STORY

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# STRUCTURE YOUR NARRATIVE

## 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.

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



# BEST PRACTICE

When making recommendations to stakeholders, **lead with the measurable results and impact**, and then talk about how you'll get there.







# LEARNING OUTCOMES

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## **Master Metrics**

Learn which metrics matter most and how to measure them effectively.

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## **Data-Driven Storytelling**

Gain skills in crafting narratives that turn raw data into persuasive evidence of your strategic impact.

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## **Strategic Influence**

Discover techniques to use metrics to influence organizational strategy and investment in events.

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## **Visibility and Recognition**

Understand how to utilize data insights to elevate your visibility and become recognized as a vital asset within your organization.

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# CREATING CHANGE

WHAT'S ONE THING YOU WILL DO DIFFERENTLY WHEN  
YOU GET BACK TO YOUR DESK?



# Thank You



Vinnu Deshetty



[EVAreg.com](http://EVAreg.com)

[eventROIcoach.com](http://eventROIcoach.com)