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Actionable Event Measurement

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Summary

The session on 'Actionable Event Measurement' primarily focused on the importance and methodologies of measuring event impact. The speakers, representing the Experiential Marketing Measurement Coalition (EMMC), emphasised the necessity of measurement to validate the effectiveness of events and justify their cost. They discussed how measurement does not have to be expensive and the cost of not measuring can be higher due to missed opportunities for improvement and proof of value to stakeholders. They highlighted the role of measurement in ensuring continuous improvement and proving the worth of events to clients, stressing that accurate, standardised, and actionable data is essential for meaningful insights.

One of the core arguments presented was that measurement helps defend the budget for events by providing concrete data that can be used in discussions with stakeholders. The speakers explained that events are often scrutinised due to their high costs, and data from measurement can serve as ammunition to justify these expenses. They argued that using data elevates the conversation with clients, enabling agencies to communicate the value of events in terms of business impact and brand perception, rather than just surface-level metrics like attendance.

The speakers identified three primary reasons for measuring events: learning, validation, and actionability. Learning involves understanding what works and what doesn't, validation provides proof against scrutiny, and actionability drives improvements based on insights gained from the data. They emphasised the need for measurement to be accurate, standardised, and actionable, and outlined the EMMC's efforts to promote these standards across the industry. The speakers also provided examples of how to set clear, measurable objectives for events and the importance of using data to establish benchmarks for comparison.



Actionable Event Measurement

Thursday, 13 November 2025

In discussing best practices, the speakers stressed the importance of setting clear goals at the outset of any measurement initiative. They suggested using charts to outline objectives, KPIs, and targets, which helps align everyone involved in the event on what success looks like. They also discussed various data collection tools, including surveys, lead capture, behavioural tracking, and observation, highlighting the strengths and limitations of each. They cautioned against relying solely on AI for analysis, advocating for a combination of AI and human insight to ensure the depth and accuracy of the findings.

The session also touched on experimental technologies such as facial analysis and biometrics, which are being explored for their potential in event measurement. The speakers shared their experiences with these technologies, noting their current limitations and the need for human oversight. Additionally, they discussed the use of control groups and pre-post assessments to measure behaviour change and the importance of presenting reports in a way that is digestible and actionable for clients.

In conclusion, the speakers underscored the value of actionable reports that provide clear guidance on what to do differently in future events. They recommended structuring reports to include an overview of the event, measurement methods, objectives, impact, and actionable recommendations. They highlighted the importance of tailoring reports to the audience, ensuring that the information is presented in a way that is engaging and shareable. The session ended with a Q&A, where the speakers addressed questions about sample sizes, experimental technologies, and the importance of framing recommendations to align with stakeholder priorities.



Takeaways

The necessity of measurement in event planning

Measurement is essential for validating the effectiveness of events, justifying their costs, and driving continuous improvement. Accurate, standardised, and actionable data ensures meaningful insights that can prove the worth of events to stakeholders and clients.

Best practices for setting measurable objectives

Clear, measurable objectives are crucial for effective event measurement. Using charts to outline goals, KPIs, and targets helps align everyone involved in the event and facilitates accurate analysis and benchmarking for future improvements.

Combining AI and human insight for event analysis

While AI can be useful for survey analysis and phrasing questions, human oversight is necessary to ensure depth and accuracy. AI may miss nuanced insights, so combining AI analysis with human review provides a more comprehensive understanding of event data.



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