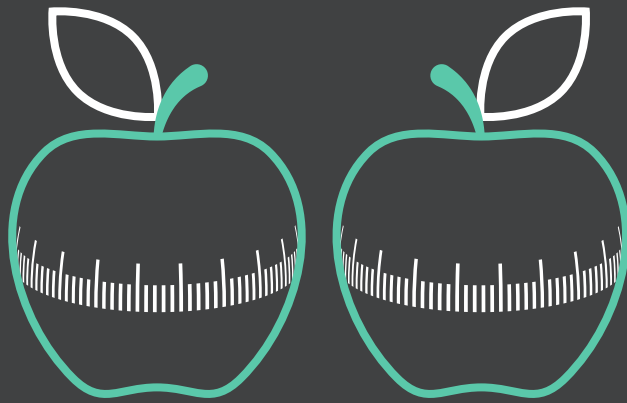


# how to: measure the impact of an event



**1** **Before and after:** plan a way to measure sentiment or behaviour before and after an event. What do people think, feel or do now that you want to influence?

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**2** **Set a benchmark:** where are you now? A pre-event survey or questionnaire can help you gather qualitative data, while usage data or site analytics can help uncover current behaviours.

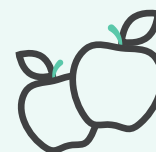
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**3** **Embed your outcomes:** ensure that your event clearly contributes to the outcomes you're trying to achieve. Is it effectively contributing towards a change in sentiment or a new behaviour? If not, consider altering your message before the event takes place!

**4** **Measure again:** run the same surveys or analytics to find out the 'after' state. Use the exact same questions and measures to ensure you're comparing apples with apples!



**5** **Compare and contrast:** track how effective your event was by comparing the before and after state. How far did you move the needle? And how much effort and time did it take you to do this?



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