

Return on Events Worksheet

Because festivals and events differ widely in how they are funded, ticketed and planned, the way to measure the impact or return on the event varies just as widely. The best research approach will depend on a number of different factors, including how attendees access the event, whether they have to sign up in advance, what resources are available, the role of vendors, etc. The following sections will help you think about how to move forward with measuring event impact in your community.

SECTION 1: YOUR COMMUNITY'S EVENTS

You may have many events you are curious about measuring the impact of, or you might have one in mind already. Regardless, when you are considering the festivals and events and which have the biggest impact on your community, think about these questions:

1. Which events do you think bring in the most revenue?
2. Which events impact your brand image or reputation the strongest?
3. Which ones draw visitors from further away?
4. For which events is it important to survey vendors and suppliers, and for which is it only important to survey visitors/attendees?

SECTION 2: AVAILABLE RESOURCES

The first step in planning for ROE research is to determine what methodology to use. For that, you need to look at what resources are available for connecting with event or festival attendees and how you might go about reaching them. The easiest way to survey attendees is if you have email addresses for all of them; the hardest is when an event is non-ticketed and not gated. Getting a good representative sample of respondents often takes some creative thinking. Think about these questions:

1. Is the event ticketed?
2. Do you have contact information for visitors?
3. Is there a main or hub spot at the festival location?
4. Are there volunteers available to help?
5. Is there a program or literature that everyone will receive?

SECTION 3: SURVEY CONTENT

Think about what you would want to know. Revenue generated must be calculated by asking about visitor spending patterns, but a survey is also a great place to gather other information.

1. What do you want to know?