

## - MyROI - Unique Post-Conference Audit Service - Delivering Value to Conference Sponsors and Attendees

### Participant ROI Results for:

- Association Conference Sponsors and Participants
- Professional Education, Training Programs and Learners
- Trade Shows, Exhibitors and Attendees

### MyROI is a Turnkey Service and an Optional Revenue Partnership

MeetingMetrics Delivers the MyROI Service - Event Sponsor Shares MyROI Revenue

### For the Attendee/Learner:

- Confidential, Individual, Detailed, Post-event MyROI Report includes:
  - Application of learning to post-event job objectives and goals
  - Attendee's post-event professional achievements and impacts
  - Computed individual ROI based on the ROI Institute's methods
  - Comparisons with peers' MyROI results
  - Guidance for analysis and interpretation of attendee's ROI
  - Action planner for achieving results many months after the meeting
- Opportunities to boost Personal ROI results several times during the year
- A professional development experience that can be applied to most meetings

### For the Event Sponsor Partner:

- Full Turnkey Service:
  - MyROI post-event online questionnaire with customized ROI measures
  - Administration of MyROI survey, including email communications and support
  - Delivery of confidential, individual MyROI Reports to attendees who participate
  - Overall MyROI Event Summary Report for the sponsor partner
- Fee-based service or Optional Sharing of MyROI Service Revenue
- Enhanced image as provider of cutting-edge ROI services
- Participant ROI information for PR and promotion of future events

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# MyROI FAQ

## What is MyROI?

MyROI is a post-event, online, specialized 5-level ROI questionnaire and report service for measuring an individual conference participant's benefits, impacts and derived value - including financial ROI - as a result of participating in a professional education event, session or program. MyROI can also serve trade show exhibitors and attendees.

## How do you measure an event participant's ROI?

We use our proprietary, online ROI toolset originally developed in collaboration with Jack Phillips, PhD and Patti Phillips, PhD of the ROI Institute. The system applies the institute's methodology, computation formulas and report formats to assure conformance taking into account the individual participant's event expenses, professional accomplishments and financial impacts as well as their estimated contribution of the event to their performance.

## What do you mean by revenue sharing?

MyROI is a turnkey service offered to event sponsors; associations, trade shows and exhibitions, education and training firms, etc. in a partnership arrangement to provide MyROI to their event participants. The event sponsor is responsible for promoting and selling MyROI to their event's participants. MeetingMetrics shares a negotiated portion of the revenue paid by participants using one of our revenue sharing model options.

## What do you mean by a turnkey service?

In the partnership arrangement with an event sponsor, we provide an end-to-end solution in which the sponsor acts primarily as a marketer of the service. Once event attendees are enrolled in the MyROI Service by the sponsor, we do the rest; administering all messages to the attendees, customizing and administering the survey, providing email and phone support to survey participants and developing and delivering the MyROI reports.

## How long after the event do you conduct the MyROI survey?

Approximately three months on average, though it depends on the specific ROI measures we are using as the participants are reporting on their performance, so it may vary depending on the span of their business or service cycles, frequency of transactions and other variables.

## How long does the MyROI questionnaire take to complete?

About fifteen to twenty minutes depending on the number of ROI measures included.

## Does the survey taker have to do any preparation before the survey?

Yes. For example, all costs for attending the event must be entered. Attendees usually have that information handy as they most likely had to submit their expenses upon returning from the event. In addition, depending on the ROI measures used, they may have to gather cost savings information, revenue generation information, and/or other financial data to report depending on the ROI measure(s) used in the questionnaire.

## How complicated is it to prepare for and complete the MyROI questionnaire?

Not very. For each MyROI measure used on the questionnaire, there will be a few questions that require entry of financial information, all of which should be readily available from the participant. We provide guidance and instructions for this several weeks in advance of the survey, and we are also available via email and phone for coaching and questions.