

Gauging Success

Meeting goals and attendee expectations defines success

When it comes to measuring and gauging an event's success, it's not only about the number of tables filled or dollars raised. While those are natural success factors, there are two points of view to consider before claiming the win: Were *your* goals met and did your attendees receive what *they* were seeking from the event?

The main goal of your event is easy to define, as it's the reason you're having the event in the first place:

- Get new people into your restaurant
- Host special events in partnership with other local businesses to build awareness
- To raise money for a great cause

These goals will be outlined when you plan your event; it's just a matter of keeping them in mind as the event is happening and during post-event feedback. You can measure overall success by gauging things such as attendance numbers, revenues, email signups, meals served, money raised, or other measurable metrics important to your business. If it's a recurring event such as an annual holiday event, you can compare these stats from year to year to see how you're improving.

That's the simple part.

Feedback during your event

To deem an event a true success, you need to ensure that attendee expectations have been met from both a logistics (registration, location, time) and an expectations perspective (Did they have a good time? Get what they wanted out of the event?). It can get a little more complicated to measure all of this, especially when it comes to emotion, but there are a number of tools that can help in the process.

You can get feedback during the event by monitoring social media channels to see what people are saying about your event in real time. If you're encouraging



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attendees to share their experience via Twitter in particular, ask them to attach [a specific event-related hashtag](#) to their tweets. This will allow you and other attendees to see who is tweeting about the event without having to know and follow the Twitter handle of each of your guests.

By encouraging your attendees to share their experience through Twitter, you'll be able to see what people are talking about and interested in, as well as monitor for any problems or areas of friction that might pop-up. Being able to respond in near real-time to any issues that do arise yields a great customer experience.

Post-event feedback

For the logistical details, you should always ask attendees and diners for their feedback after the event. This can be done through [a formal survey sent to gauge satisfaction](#). Ask about all the applicable

particulars about the registration and payment process, location, timing, parking, food, service, etc. To optimize the feedback, allow respondents to rate these items on a scale of 1 to 5. This makes it quicker for them to fill out the survey and for you to analyze each factor more easily.

You might find that people love the event once they get there, but hate the timing because it's hard to get to at the scheduled time of day. Or that there were issues with parking that, while not fully in your control, can impact an attendee's experience at your event. All of these factors can be used to help smooth the planning and execution of future events.

Every event host wants to ensure that every guest has the best experience possible. Focusing on both sides of the equation will give you a true measure of your event's success and help you better plan and execute future events.

Get started today!

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