

# A One-Minute Guide to Saving Money with Meeting Analytics

*A Financial and Insurance Conference Planner's Primer*

## The Value of Analytics

A recent Nucleus Report shows that for every dollar spent on analytics, businesses see a \$13.01 rate of return. There are few other expenditures in any event that can sing these praises.

Since the typical global meeting leader in financial services manages upwards of \$50-100 million in event portfolio, meeting analytics could yield millions of dollars in return.

## Capturing Savings

Identifying opportunities for savings can be elusive. It is not easy, but it can be done. Meeting organizations can do more with less. They can create the same or greater impact while utilizing a smaller portion of the budget. Analytics captured by second screen technology will help financial and insurance conference planners identify new opportunities for savings.

**Take these three steps to guide you toward the discovery of previously undiscovered savings:**

### STEP 1

#### Utilize consistent evaluations across all meetings.

Having a baseline set of metrics allows meeting planners to input data month over month and year over year to identify trends and make changes accordingly. It creates a clear picture of what is working and what is not.

### STEP 2

#### Put the highs and lows to work.

From these evaluations, organizers can spot low evaluations and uncover reasons behind the dissatisfaction. They can also seek out the highest scores and events with the most satisfied attendees, identifying successful strategies and implementing new techniques in other locations.

### STEP 3

#### Leave no stone unturned.

Possibilities abound for what can be measured and analyzed. If it can be measured, it can be improved. Evaluations and polling can reveal the effectiveness of every aspect of live meetings. Meeting analytics guide stakeholders to streamline operations, fix what is broken and eliminate unnecessary waste from every event.

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Ultimately, these three simple steps can potentially yield millions of dollars in savings. But don't focus just on the savings, imagine what you could do with additional budget to further enhance your ability to deliver remarkable meetings for your clients and potential clients