

# Level up your next event with innovative dashboards



Your association's guide to simplifying post-event reporting to drive ROI

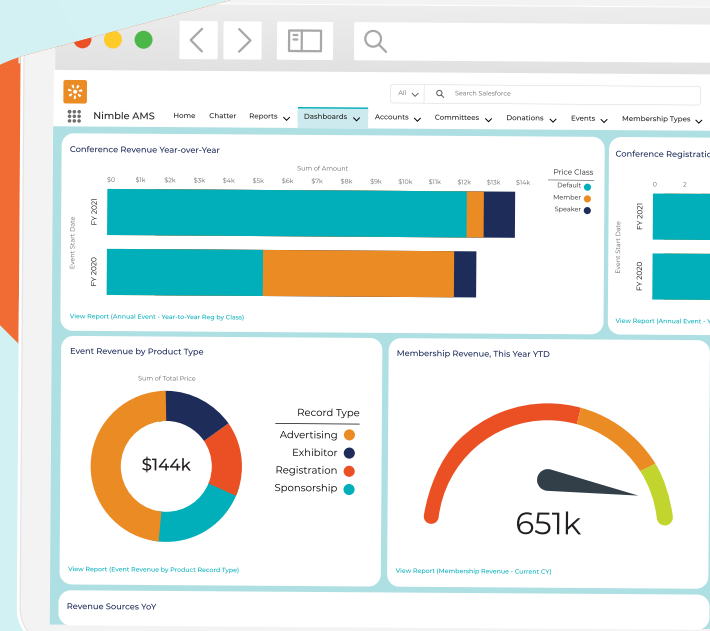
**Congratulations**—your latest association event is over! Everyone came together at your organization to make it a success.

But did you know you can make post-event reporting even easier by leveraging innovative technology to create custom dashboards? When all your important post-event data is in one location, you won't need to wait to see your event ROI weeks (or months) down the road.

Utilizing your data provides a helpful benchmark and empowers your association to be data-driven. Invest in modern association management software (AMS) so your organization will experience even more event success.

## 6 Reports to include in your event ROI dashboard

Streamline your event reporting and boost your ROI with this configurable dashboard:



### 1 Event spend versus total revenue

To document your return on investment, track the total cost of your event compared to how much revenue your association generated. When you create an event in your AMS, leverage a logistics module to report the total revenue connected to your event. For example, try adding a food logistic for your lunch time costs. With 30 lunch units at \$15 each, it would generate a total cost of \$450, linked to your event.

### 2 Registration revenue and member attendance

Track how much total revenue your event generated and how many members attended the event. Documenting this information offers a benchmark for future events.

### 3 Sponsorships and advertising

Record the number of sponsorships or advertisements at each event, the types of sponsorships or advertisements each event attracted, and the total revenue generated.

### 4 Session attendance

Document how many members attended each session, including pre-conference and post-conference training. Tracking this attendance data can help you plan for future conference sessions as you consider overall interest in session topics.

### 5 Registration versus attendance

Track the number of individuals who registered for your event compared to the number of individuals who attended. This data can help you decide if employees should do more to encourage member event attendance.

### 6 The number of new members

Record how many event attendees decided to become new members. This data point is helpful to report across your association and in annual reports.

Utilize your AMS to create these reports for your dashboard and your association will be on track to boost your event ROI.

## Invest in innovative Nimble AMS to increase your event ROI

Leverage Nimble AMS pre-built reports, created specifically for associations, to configure your event dashboards and boost your ROI. Nimble AMS can help you transform your entire event experience, for both staff and members.

[Learn more](#)

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.