

**What are key
metrics to
track for
event follow-
up success**



Lead conversion

rate

Percentage of event contacts converted to new clients, matters of qualified leads.



Follow-up engagement

Open and response rates for follow-up communications such as emails and LinkedIn messages.

Number of accepted invitations for post-event meetings or calls.



Client and attendee satisfaction

Feedback collected via
surveys.

Social media sentiment and
attendee engagement with
event content posts.



Opportunity pipeline growth

Volume and value of new opportunities added to the pipeline linked to event attendees.

Number of matters or proposals initiated directly from the event.



Revenue attribution and ROI

Total revenue generated, or deals closed, that can be tied to event-related engagement.

Calculation of ROI based on costs versus direct and indirect returns (eg, new matters).





An event
drives
opportunities
and business

Make it count