THE PYRAMID OF EVENT STRATEGY

Set up data collection → **Event tech + Martech**

Success Definition → **ROI ROO ROE**

Pick objectives and KPIs

Positioning → **Community Builders | Deal Makers Skill Builders | Transformers**

Balance → **Content > Connection > Experience**

Executional excellence and attention to details

Execution

Measure →

| Feedback forms | Online/Offline Analytics | KPIs |

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