

Pastors Retreat Report

ROI Key Findings | Success Pattern Analysis | ROI Trend Over Time | Attendee Segments | Attendee Types | Customer Attendee Profile Analysis | Event Impact on Customer Retention | Detailed Event Performance | Strategic Recommendations | Revised Goal Framework | Revenue & Retention Strategy

📍 71.5% Overall ROI

📅 7 Total Events

👤 120 Total Attendees

💰 \$733,048 Revenue Generated

🏆 42.9% Success Rate

⚡ -22.7% Retention Impact - Lower churn rate

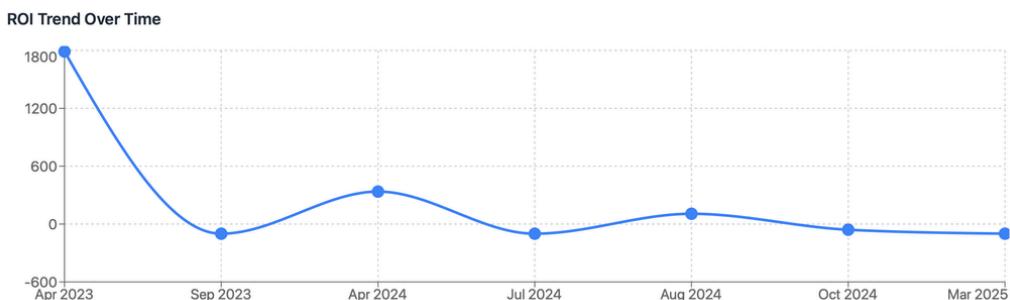
ROI Key Findings

- Overall ROI: 71.5% across seven events
- Total Investment: \$427,403 (net of sponsorships)
- Revenue Generated: \$733,048 (\$631,048.00 new business, \$54,000.00 Cross-sell, \$48,000.00 win-back)
- Event Success Rate: 42.9% (3 of 7 events profitable)
- Average Cost per Attendee: \$3,562

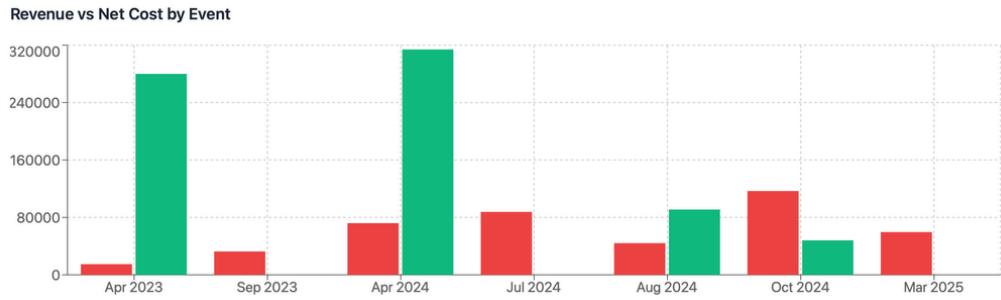
Success Pattern Analysis

- April 2023 & 2024 events delivered exceptional ROI (1,788% & 336%)
- 70% of attendees are high-value segments (Whale/Deer customers)
- Media Ministry & Podcaster segments represent your core audience (33 of 91 attendees)
- Event attendees show a 22.7% lower churn rate vs. non-attendees

ROI Trend Over Time

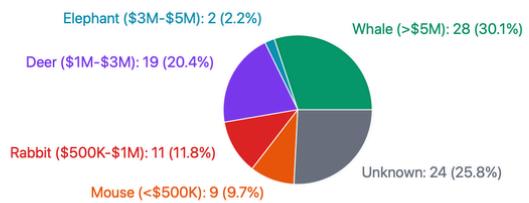


Revenue vs Net Cost by Event



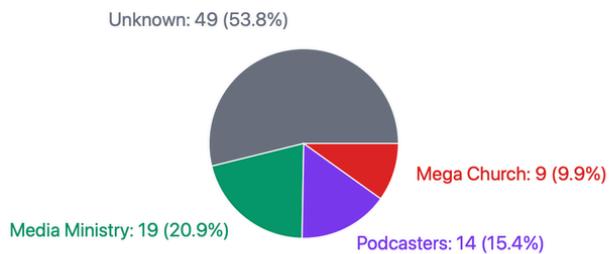
Attendee Segments

Attendee Revenue Segments

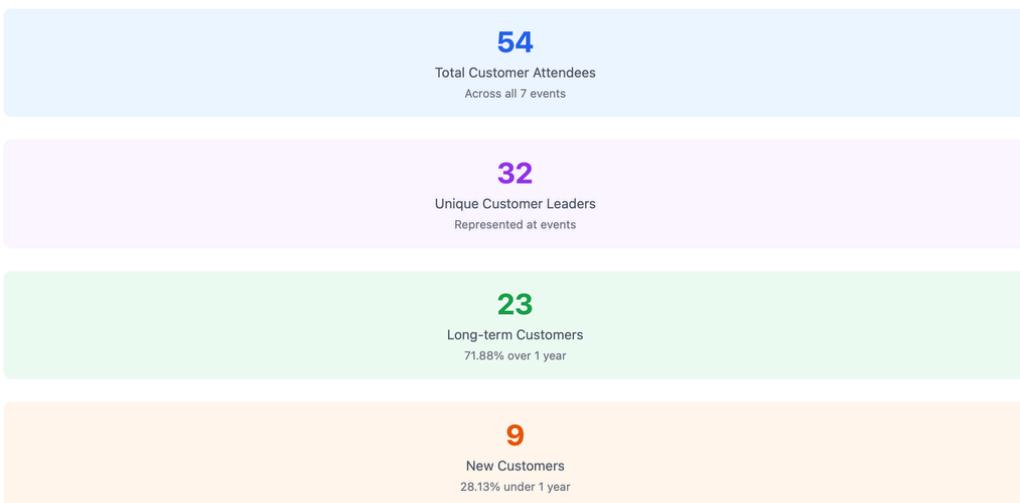


Attendee Types

Attendee Organization Types



Customer Attendee Profile Analysis

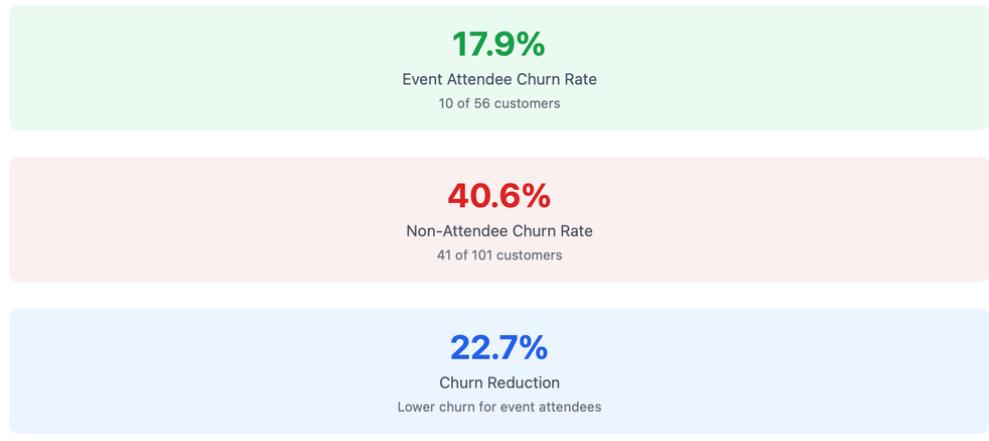


Customer Engagement Insights

- Strong engagement from established customers: 72% have been clients for over 1 year
- Event attendance shows a 1.69x participation rate (54 attendees from 32 unique leaders)
- A mix of long-term advocates and newer customers creates valuable networking opportunities.

Event Impact on Customer Retention

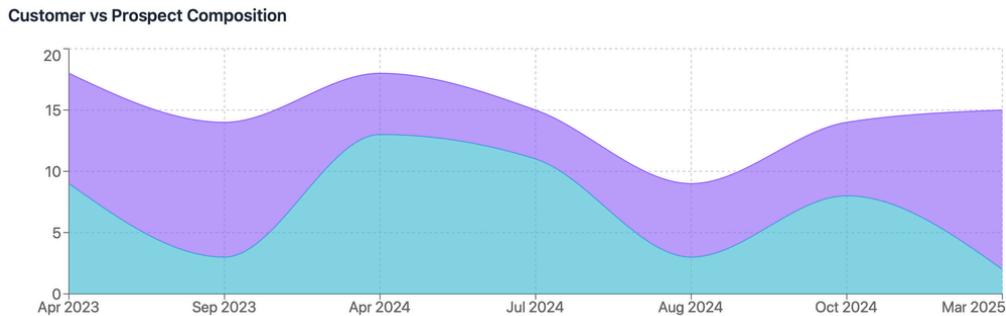
Event Impact on Customer Retention



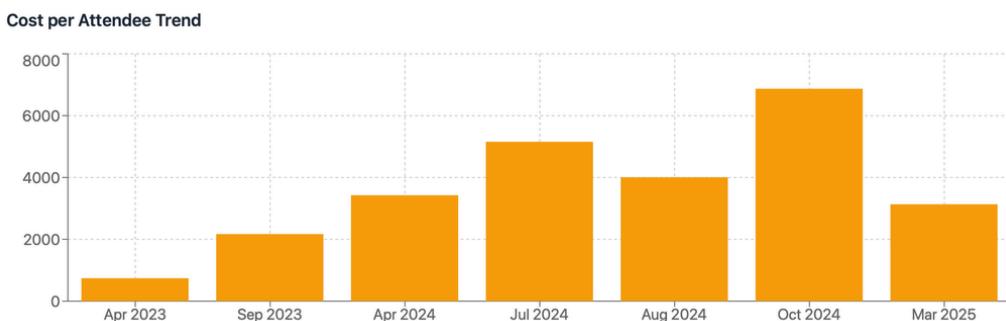
Retention Insights

- Events serve a dual purpose: new revenue generation + existing customer retention
- Event attendees demonstrate significantly higher retention rates
- 22.7% improvement in retention translates to substantial revenue protection
 - Retention Impact Analysis:**
 - Event Attendees:** 17.9% churn rate (10 of 56 customers)
 - Non-Attendees:** 40.6% churn rate (41 of 101 customers)
 - Retention Improvement:** 22.7% lower churn rate for event attendees

Customer vs Prospect Composition



Cost per Attendee Trend



Detailed Event Performance

Detailed Event Performance

Event Date	Attendees	Current Customers	Prospects	Total Spent	Sponsorship	Net Cost	Revenue	ROI	Cost/Attendee
Apr 2023	20	9	9	\$14,826	\$0	\$14,826	\$280,000	1788.5%	\$741
Sep 2023	15	11	3	\$47,535	\$15,000	\$32,535	\$0	-100.0%	\$2,169
Apr 2024	21	5	13	\$91,958	\$20,000	\$71,958	\$314,048	336.4%	\$3,427
Jul 2024	17	4	11	\$87,651	\$0	\$87,651	\$0	-100.0%	\$5,156
Aug 2024	11	6	3	\$64,094	\$20,000	\$44,094	\$91,000	106.4%	\$4,009
Oct 2024	17	6	8	\$116,795	\$0	\$116,795	\$48,000	-58.9%	\$6,870
Mar 2025	19	13	2	\$79,544	\$20,000	\$59,544	\$0	-100.0%	\$3,134

Strategic Recommendations

Cost Optimization

- Replicate April success factors (both 2023 & 2024 profitable)
- Target high-value segments: 70% of attendees are Whale/Deer level
- Increase sponsorship revenue to offset costs
- Consider virtual/hybrid events to reduce venue costs

Revised Goal Framework

Recommended Event Budget: \$50,000 - \$65,000 

This represents a **15-20% reduction** from your historical average of \$61,058 per event, optimized for the revenue-generation challenges while accounting for improved attendee efficiency.

Revenue Goals:

- **Primary Target:** \$110,000+ direct revenue (based on \$631K new business ÷ 7 events = \$90K average, plus 20% improvement)
- **Stretch Goal:** \$175,000+ (April-level performance replication)
- **Break-even Minimum:** \$65,000 (match maximum investment)

Attendance Goals:

- **40-50 attendees** (optimize for 17+ attendees per event average that worked)
- **75 %+ Whale/Deer composition** (up from current 70%)
- **25% customer, 75% prospect mix** (maximize new business focus)

Success Metrics:

- **Target ROI:** 175 %+ minimum (significantly above 71.5% average)
- **Revenue Per Attendee:** \$2,200+ (vs. historical \$6,109 from successful events)
- **Conversion Efficiency:** Focus on Media Ministry/Podcaster segments (your proven 36% of attendee base)

Risk Mitigation:

- **Early Pipeline Assessment:** Confirm 60+ qualified prospects 45 days before event
- **Sponsorship Target:** \$15,000+ to reduce net costs (increase from historical levels)
- **Modular Content:** Design sessions that can pivot to virtual if attendance falls below 35

This approach focuses on replicating your April success patterns while managing the 57% failure rate through better cost control and prospect qualification.

Revenue & Retention Strategy

- Leverage 22.7% churn reduction value in ROI calculations
- Focus on Media Ministry & Podcaster segments (33 of 91 attendees)
- Improve follow-up processes for prospect-heavy events
- Quantify retention value: \$166,673 potential savings