

LYYTI

Insights for successful events

Experience Value Score (EVS)

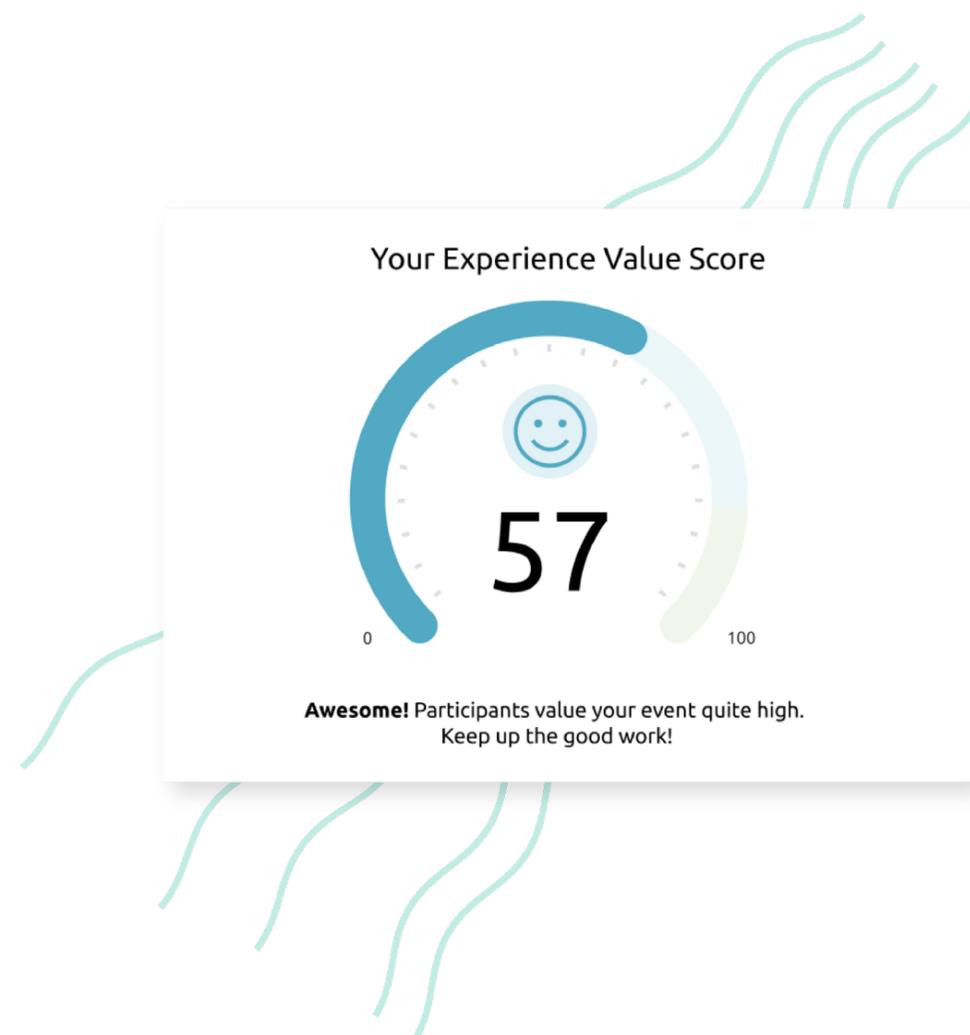


Experience Value Score (EVS) – the only stat you'll ever need

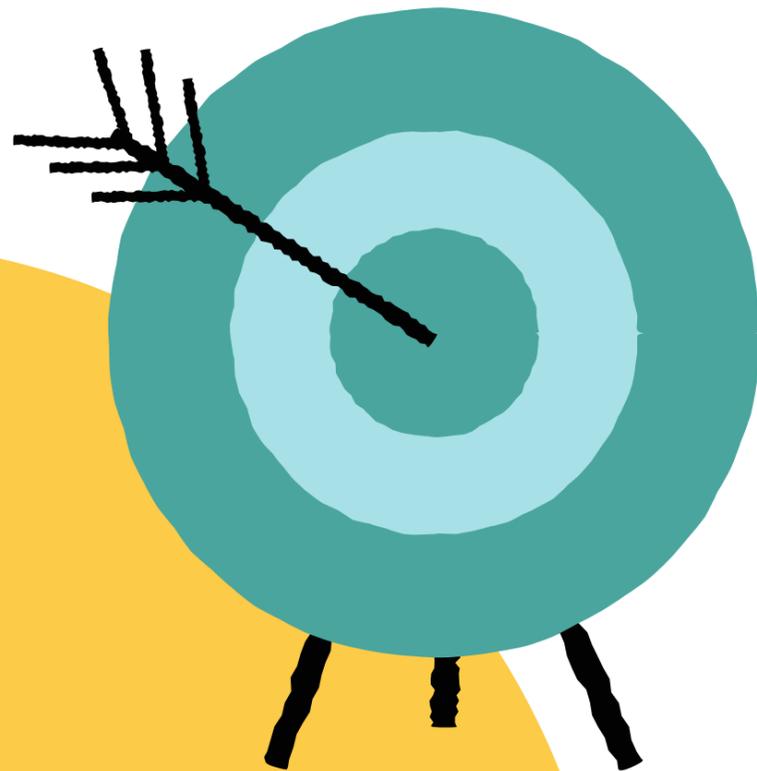
The highest cost of an event is the time your participant invests in it. The key metric to measuring this time investment is the Experience Value Score. It is the north star metric that enables you to have a holistic overview of your events. After each event, the EVS is generated when the participants evaluate if the event was worth their time. The EVS brings your focus to the participant experience and allows you to continuously measure your events.

The Experience Value Score will help you determine the success of your events in general but it also gives you insights - for example - into what kind of content works with your audience or what type of events they might prefer.

**Data from +200K
EVS answers
and +500 companies.**



What does Experience Value Score mean to you?



+ Comparability

You can compare different kinds of events or event categories, both internal and external.

+ EVS is sent automatically

The cumulative time you save is priceless.

+ EVS is a simple north star metric

You'll always have an idea of the overall state of your events as well as an individual score which will guide your decisions about future events.

+ Laser focus on participant experience

When you start to measure EVS, you're bound to make a shift in your mindset. Instead of thinking *how can I get leads from an event*, you'll start to think *how can the participant have the best possible experience*. This in turn will make the participant more likely to become customer and a brand ambassador.

+ Benchmark

You'll have a better idea what works for your events when you can analyse them in relation to your other events. Looking at events someone else has organised and trying to compare them to yours, rarely makes sense or helps with reaching goals.

+ EVS is just one way to measure the success of your events

To gain an even greater understanding of your events, make an effort to supplement the EVS with a possibility to answer more specific questions or by leaving a comment.

Truths from the data

The Experience Value Score is based on a single question: Was the event worth your time? The answers are divided into five categories - Strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5).

Seems like a simple evaluation but you can make various conclusions from the data you collect. Here's what we've learned.

1 Over 90% of evaluations are Agree or Strongly agree.

Perhaps people would rather think they spent their time well than admit they wasted time. Even though 3 is neutral, our own experience is that a score of 3 is a statement, and the participant wants to signal that they weren't impressed.

2 Analysing at least 5 to 10 events before making conclusions will set a strong baseline.

Don't give up if you first feel like you fail. That's when you start to see what works and what doesn't.

3 There's no significant differences between nationalities or industries on how they evaluate events.

4 You have created an impact with your event when the audience answers Strongly agree.

You don't have to be perfect but always aim to improve.

5 Onsite events perform better than hybrid or online events.

Live events definitely feed our need to connect with other humans but there's a lot to discover when it comes to organising online or hybrid events.

6 With larger events, it becomes more challenging to achieve good EVS results.

Are you aiming to be appreciated by many or loved by a few? Think about your strategy.

7 Achieving +90 EVS is rare and EVS of less than 60 means you could have done better.

The average EVS is 74. Analyse your baseline and you'll learn to set the correct target.

8 In case there are any technical problems, the scores will go down immediately.

Nuff said.

9 Content and emotional engagement is important.

To improve your EVS, people should feel they learned something new at your event, that they felt inspired or emotionally charged. This makes the event feel unique.

10 The EVS of internal events is in line with the general employee satisfaction.

Event evaluations are rarely done in a vacuum. External factors are at play especially in a familiar context.

 **Head over to www.lyyti.com/en/evs to learn more**

LYYTI

**Release your inner Event Alchemist
and create events that'll send your
Experience Value Score soaring.**

You can now get certified in
Event Success Management.

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