


## Turnkey Diagnostic ROI Service

### Optimizing and Proving Bottom-line Value of Meetings

Measures all your meeting's impacts and ROI

ROI	Measure	Total Adj. Value	Net Total Benefits	Benefit Cost Ratio	ROI
	Sales from Existing Accounts	\$563,296.08	\$410,206.04	3.68	267.95%
	Sales from New Accounts	\$498,329.85	\$345,239.81	3.26	225.51%
	<b>All Measures</b>	<b>\$1,061,625.93</b>	<b>\$908,535.89</b>	<b>6.93</b>	<b>593.47%</b>

(Example shows almost 600% ROI) 

Demonstrates meeting value - justifies meeting investment

- Enables data-driven decisions to keep a meeting - change it – or drop it
- Post-meeting - Demonstrates effectiveness in delivering business results
- Pre-meeting – Enables better meeting design – results-driven
- Provides organizational level ROI, meeting ROI and participant ROI
- Increases meeting attendance through promotion of an event's value
- Service is Quick, Affordable and Accurate – Endorsed by the ROI Institute
- Turnkey service with report delivery in about two weeks
- We do the measurement – you get credit for delivering business results
- Affordable – inquire about pricing

For more information, contact Ira Kerns at 212-426-2333 or email [Kerns@meetingmetrics.com](mailto:Kerns@meetingmetrics.com)  
[www.meetingmetrics.com](http://www.meetingmetrics.com)

Also available from MeetingMetrics ROI Certified Service Providers

**ROI** INSTITUTE™

