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Ask the Experts:

A Smarter Way to Measure SKOs and Incentive Events

What will we cover today...

- **Why measurement matters now** — insights from ELX member research
- **The ROI trap** — why traditional models fall short for SKOs & incentives
- **Roundtable discussion** — how do you prove impact when the C-suite come calling?
- **A smarter framework** — tying sentiment & performance data to real business outcomes
- **Seeing it in action** — sample C-suite ready SKO report

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Who are Explori?

A trusted survey and insights platform purpose-built for event professionals

Event industry performance benchmarks from 8,000+ events

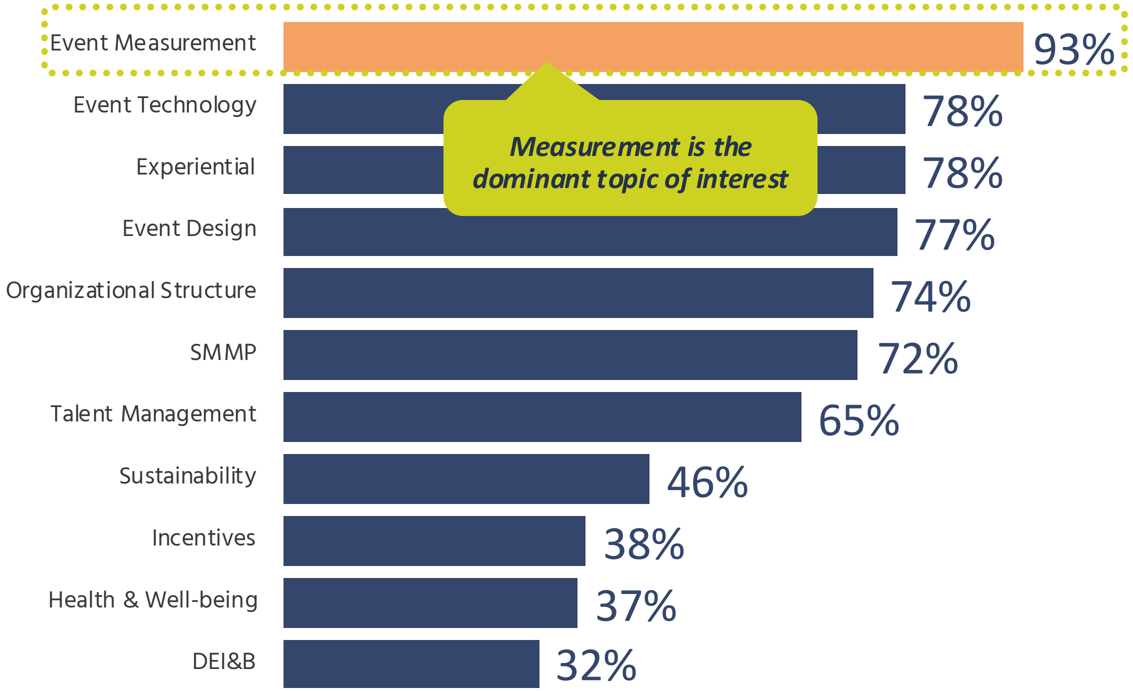
Create the industry's most sought-after market insights

The largest dedicated event research agency in the world

*Measurement is **the** burning issue the events industry faces*

The topics of greatest interest to corporate event leadership

Data source: ELX New Member Registration Form



It is imperative that large corporations can develop accurate measurement data that can evaluate the ROI and business impact of events. We are no longer able to rely on "feeling" the event was successful. If corporations cannot prove value through reliable data, budgets will be cut, and they won't be investing in as many events.

ELX Member

Rising costs is one of the major drivers behind the demand for improved measurement and proof of event value

Event costs are at an all-time high

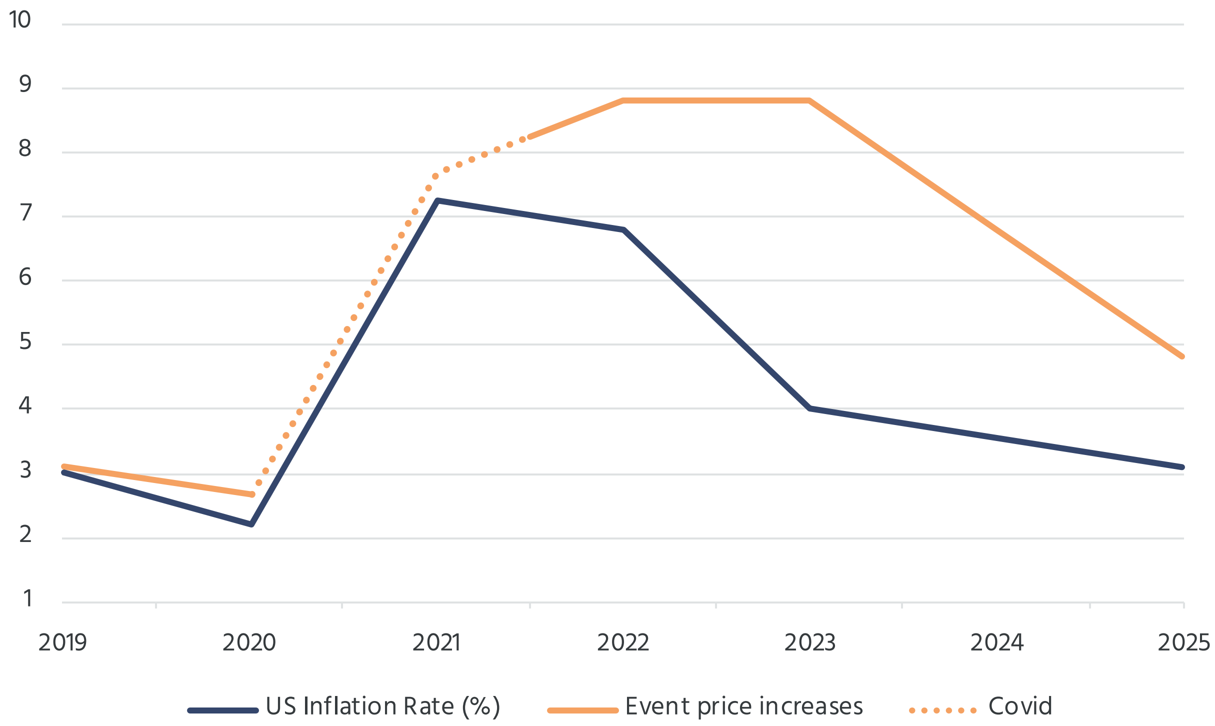
Between 2022 and 2024, the average daily cost per attendee **rose 8.75%** (Global Business Travel Association)

Events have seen **greater inflation** impact than most other industries: labor shortages, hotel and venue costs, energy and food costs

Maritz' research projects a **4.3%** increase in overall event costs in 2025. Almost **40% greater** than the current rate of inflation in the US

US inflation vs event costs

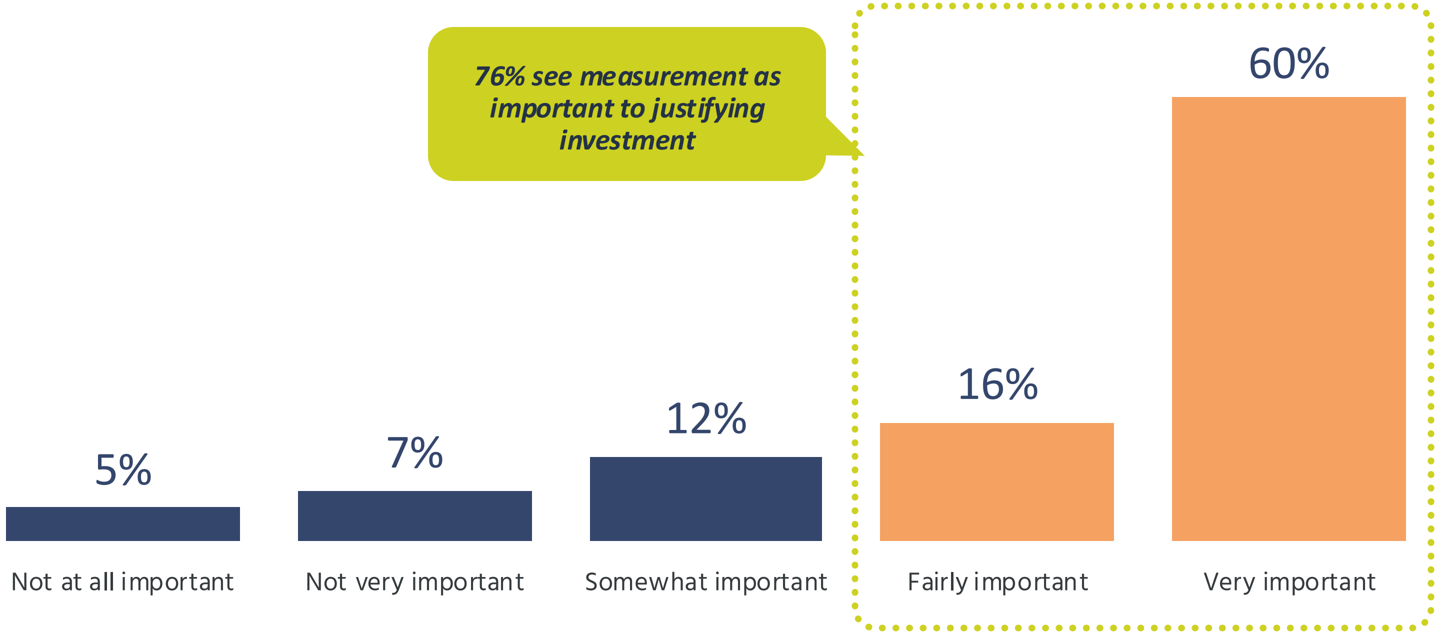
Estimated event industry inflation based on third party research



The large majority of corporate event leaders say measurement is a key factor in protecting event budgets.

Relationship between measurement & budget

Today, how important is measurement in justifying event investment?



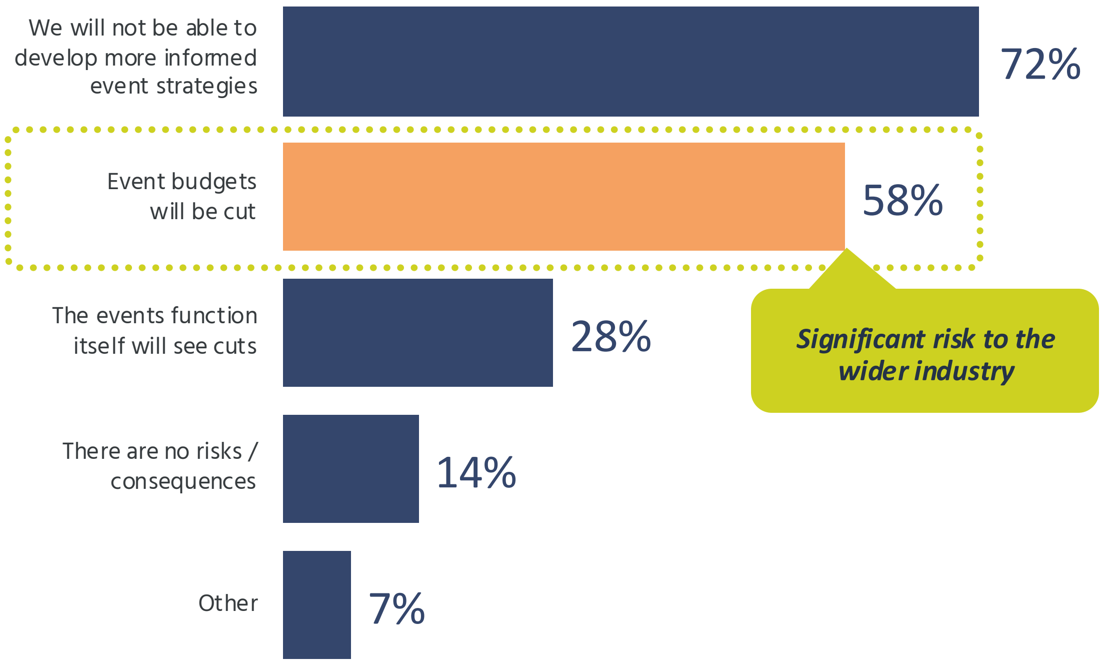
Primary research conducted

- Explori conducted quantitative research with the members of ELX (Event Leaders Exchange) in Oct 2024.
- 36% of members completed the survey delivering a strong sample

The majority of event leaders think budgets will be cut if measurement is not improved

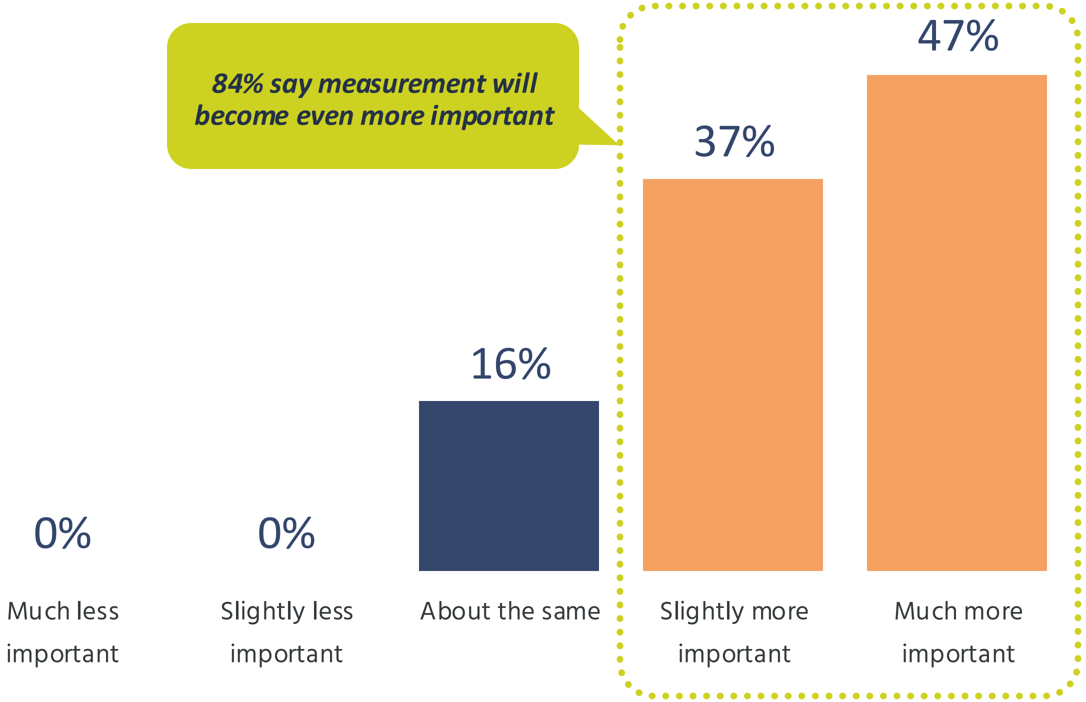
Risk if event measurement is not improved

What are the risks / consequences, if your event measurement is not improved over the next 3 years?



Measurement importance in the future

Will measurement be more or less important in justifying event investment in 3 years from now?



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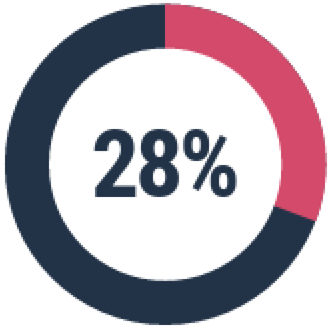
Future-Ready Leaders research...



Unfortunately, execution doesn't always equal insight. While 98% of ELX members score program delivery as "good" or "excellent," only 46% say the same for measurement.

In fact, a scary deep dive shows us that a full 28% admit they either don't have KPIs or don't know if their events meet them.

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Is there a problem to solve?

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The ROI Trap

Re-frame the conversation

Focus on the people:

- Are they more confident
- Do they feel more connected
- Are they motivated

Measure the outcomes that are more controllable from their event experience:

- Sentiment
- Alignment
- Confidence
- Advocacy
- Retention

Roundtable Discussion and Q&A

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SONAR Inc

2025 Sales Kick-off (SKO)

Post-event survey results

Delivered: February 2025

SONAR Inc

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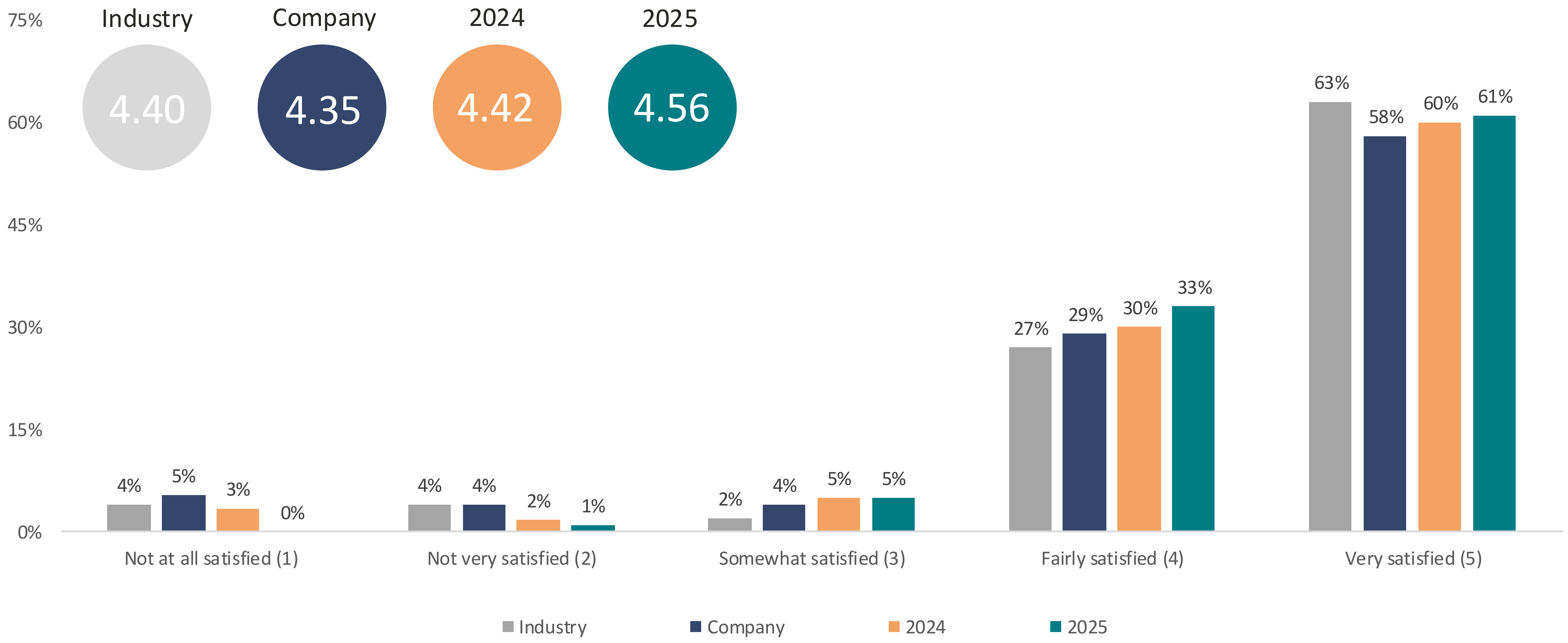
Key Performance Indicators

Identify your Key Performance Indicators for the event. Keep these consistent year-on-year. We'd recommend as a minimum:

- Overall Satisfaction
- Net Promoter Score
- Value for Time

Overall Satisfaction

Satisfaction has risen from last year, and now surpasses the industry and SONAR benchmarks, with 3 in 5 very satisfied with this year's SKO



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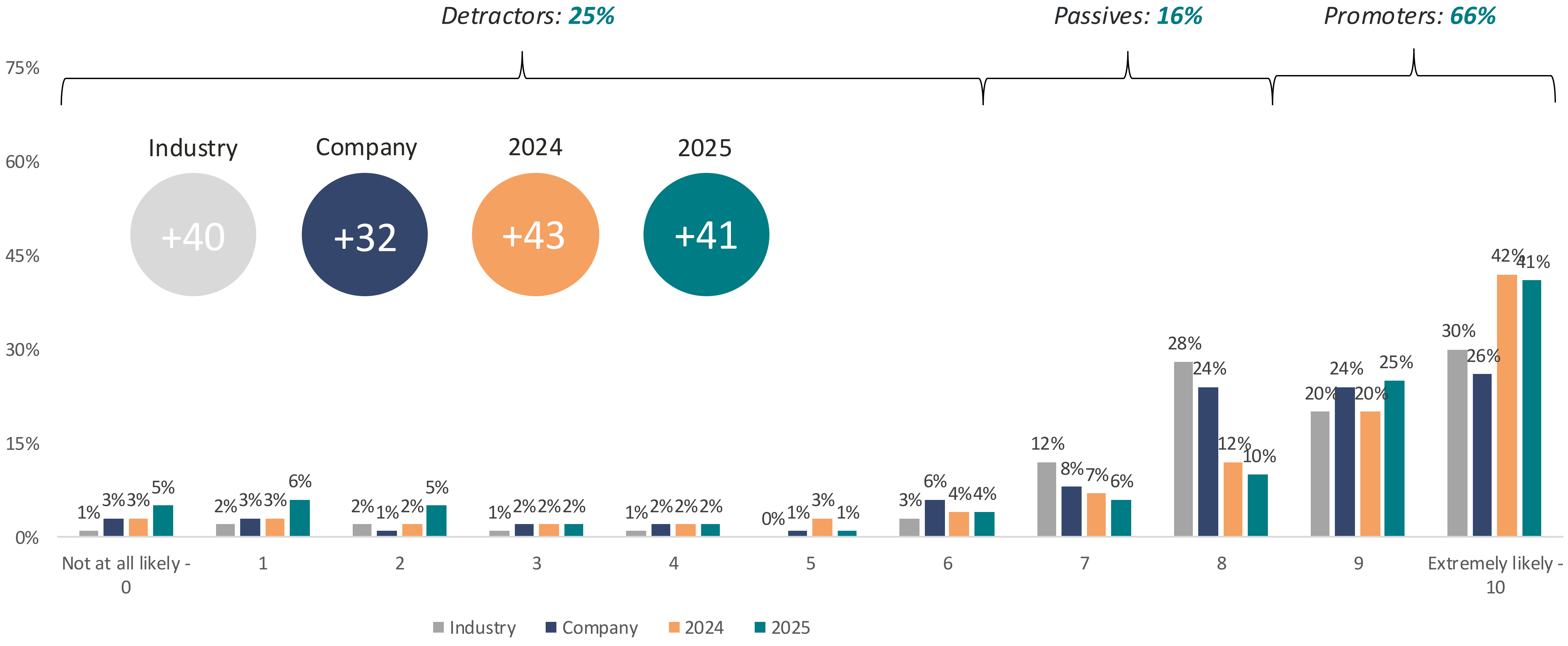
Overall, how satisfied were you with the SKO this year?

Net Promoter Score

Advocacy towards SONAR's SKO events remains strong, staying in line with 2024



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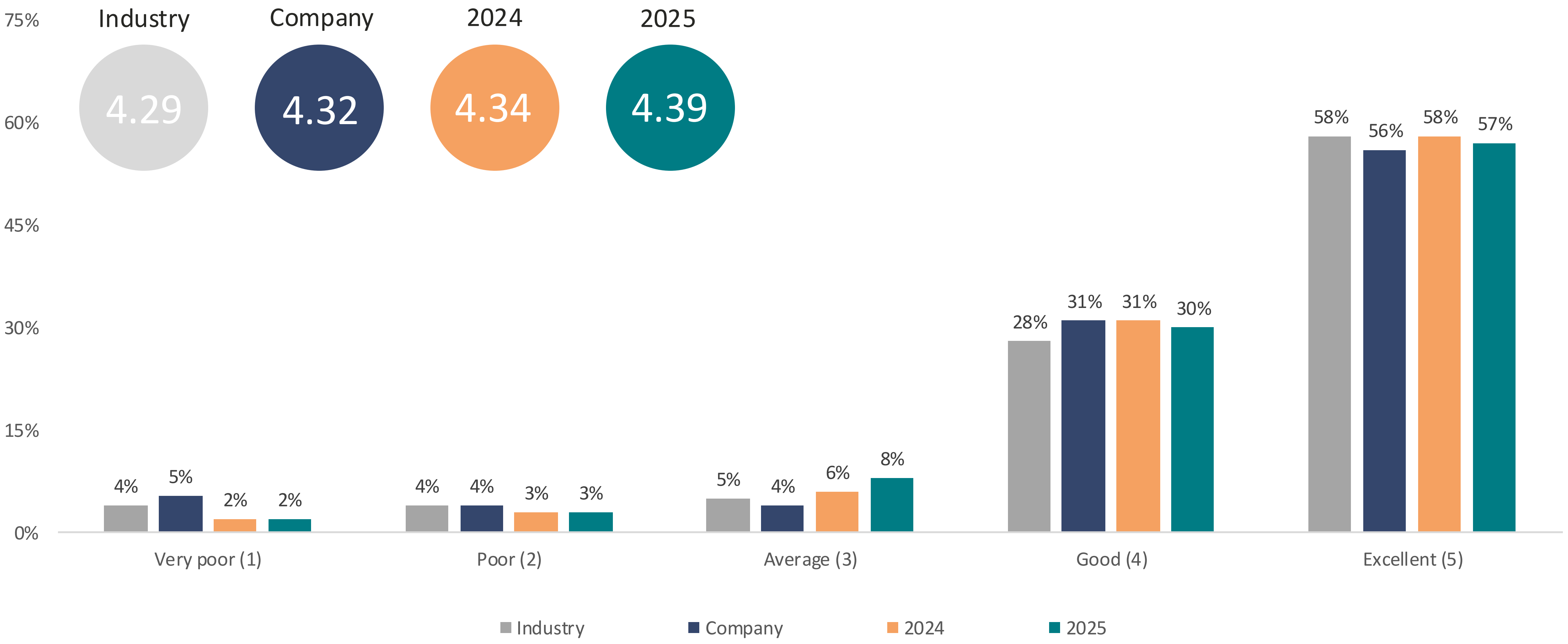
How likely are you to recommend Sonar's SKO events to others?

Value for time

Value for time is consistent with last year's event and the SONAR average, and now sits slightly ahead of the industry benchmark



Considering the time spent attending SKO, how would you rate the value received from your experience?

CRM / registration data

Data from your CRM, or collected at registration for the internal event, can help you dig deeper into the KPI findings (as well as for other critical questions in the survey). Linking this data with survey responses also saves space in the survey. Examples could include:

- Length of time with the business
- Business Unit / Department
- Level of Seniority

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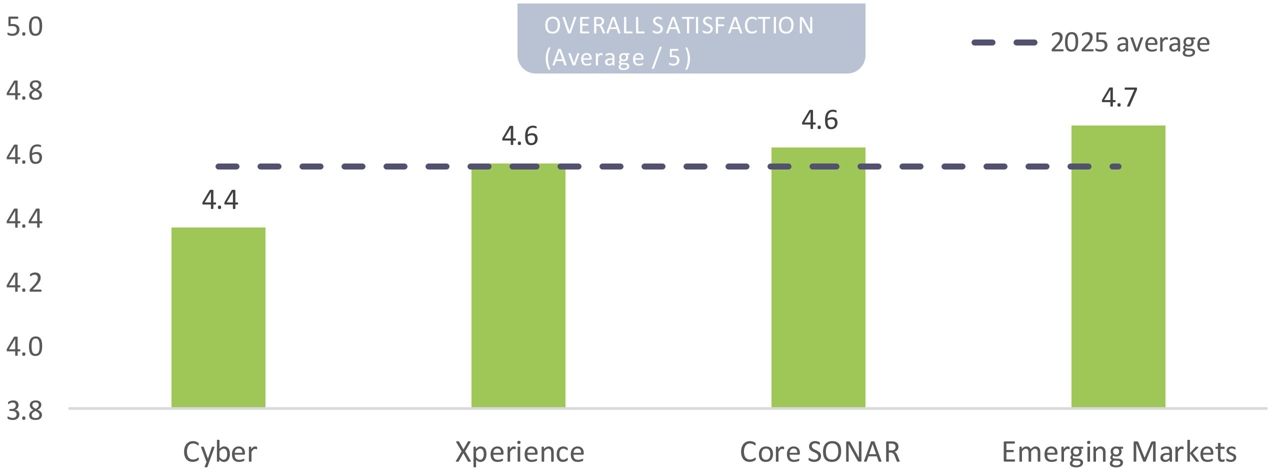
Satisfaction by key subgroups (taken from CRM / registration data)

Those with the business for over 10 years – a segment that represents 3 in 10 of the sales leadership cohort – and colleagues in the Cyber portfolio express far lower levels of satisfaction with the event

Time with business	%
Less than 1 year	20%
1-2 years	28%
2-5 years	12%
5-10 years	10%
More than 10 years	30%

BUs	%
Cyber	25%
Core SONAR	57%
Xperience	10%
Emerging markets	8%



Overall, how satisfied were you with the SKO this year?

Determine what you want your colleagues to think or do as result of attending

Consider the objectives of the event – and test how well these have been met by asking your audience around:

- The **attitudinal impact** of the event, e.g.
  - Whether they believe the company/leadership team is aligned
  - Whether they feel the company's objectives are clear
  - Whether they are excited by the prospects for the year ahead

- The **behavioral impact** of the event, e.g.
  - Whether they will use learnings/new techniques
  - How cross-divisional working will change
  - Whether learnings will be shared with others

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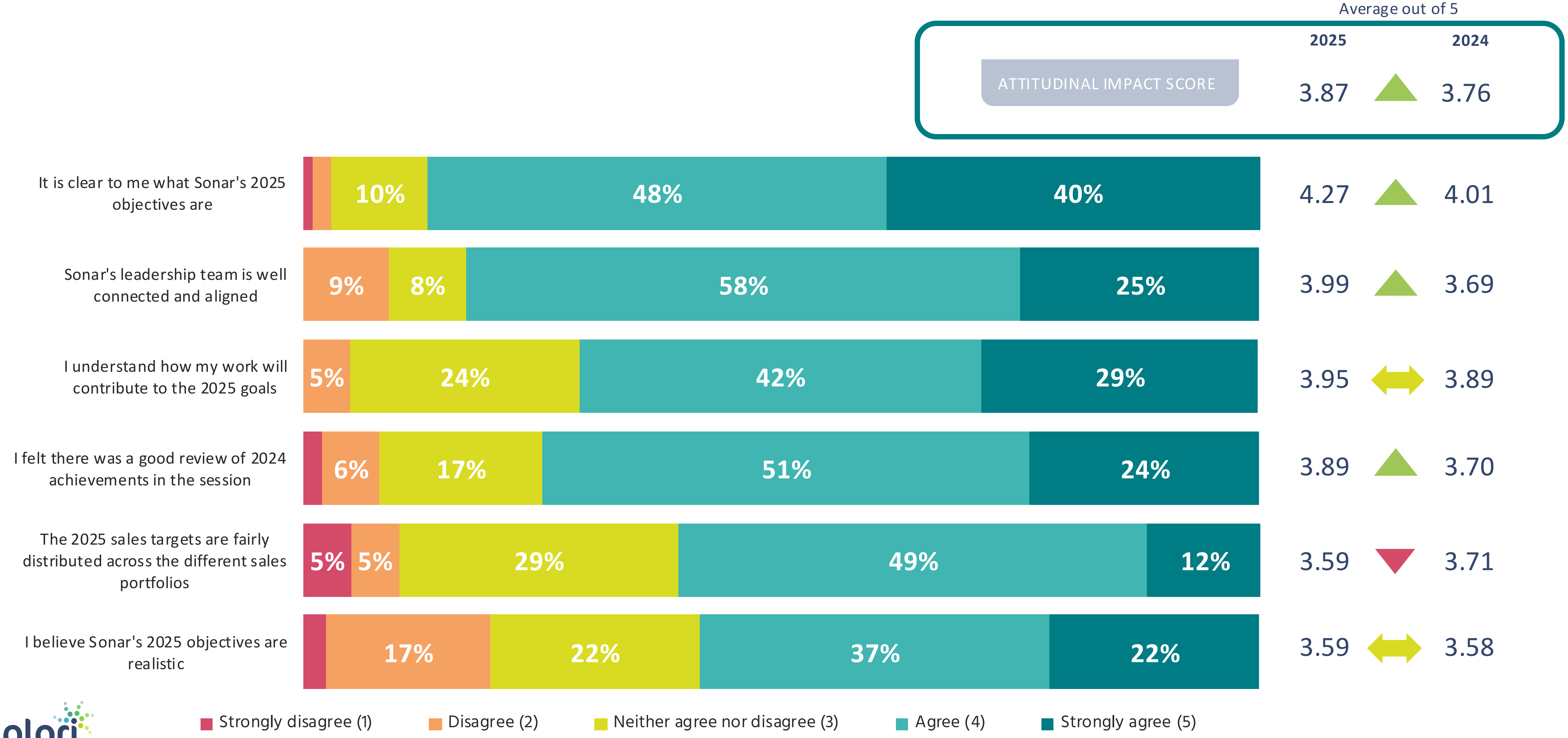
Attitudinal impact of the event

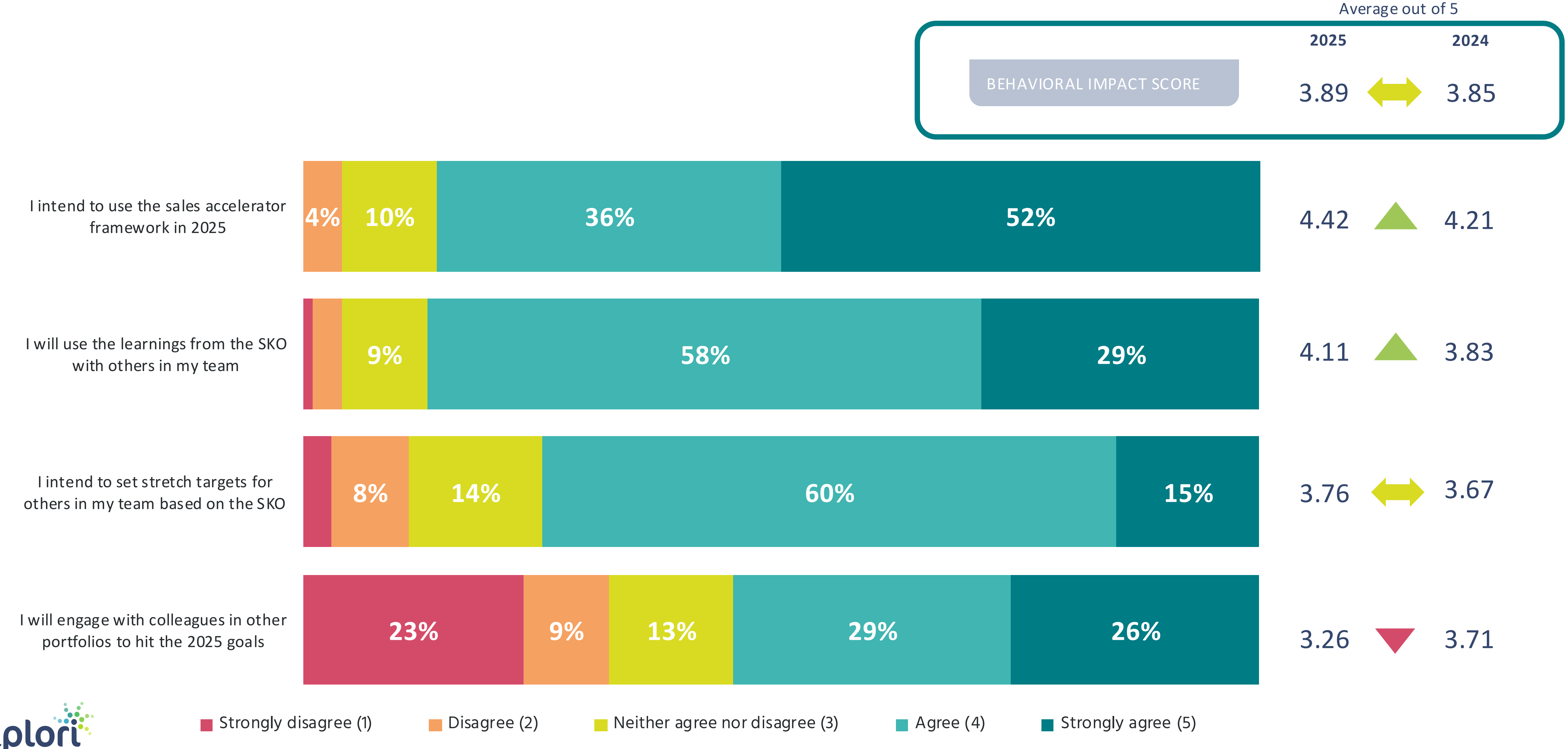
Attitudinal sentiment has improved since last year, with more colleagues seeing clear objectives and aligned leadership, though fewer feel 2025 sales targets are fairly distributed across portfolios



Thinking about the SKO, to what extent do you agree or disagree with the following?

Behavioral impact of the event

On average, behavioural impact has remained steady, with more colleagues planning to use the sales accelerator framework and share learnings, but fewer intending to engage in cross-portfolio work than in 2024

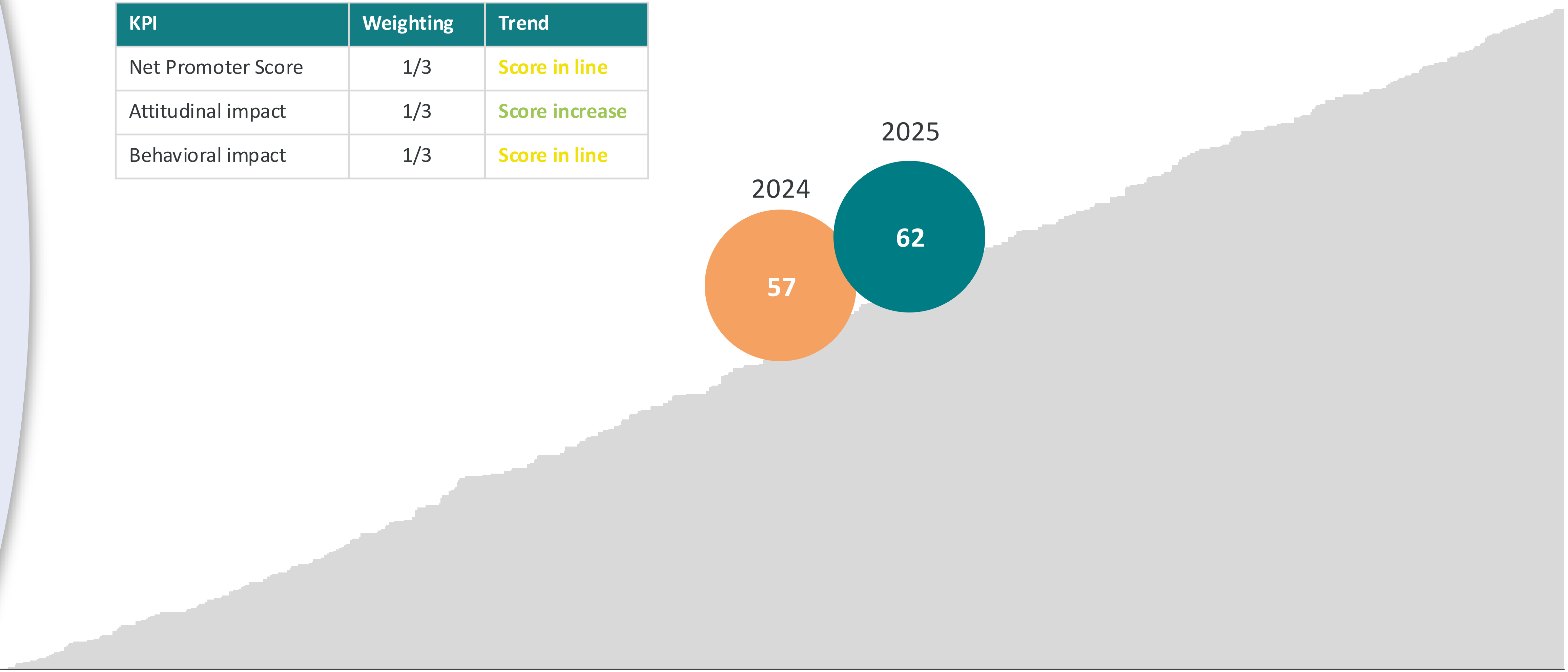


Thinking about the SKO, to what extent do you agree or disagree with the following?

Business Impact Score

The year-on-year increase in attitudinal impacts see the overall Business Impact Score increase slightly from 57 (out of 100) in 2024, to 62 this year

KPI	Weighting	Trend
Net Promoter Score	1/3	Score in line
Attitudinal impact	1/3	Score increase
Behavioral impact	1/3	Score in line



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Use a small number of open-ended questions to dive deeper into sentiment

No respondent wants to be faced with a barrage of text boxes on screen; however, two or three strategically placed open-ended questions provide the opportunity for colleagues to air their views and for more detailed insights into the 'why' behind your scores. We would always recommend:

- Follow-up questions after Overall Satisfaction or NPS to ask for their reasons behind their rating

- An overarching question asking for event improvements

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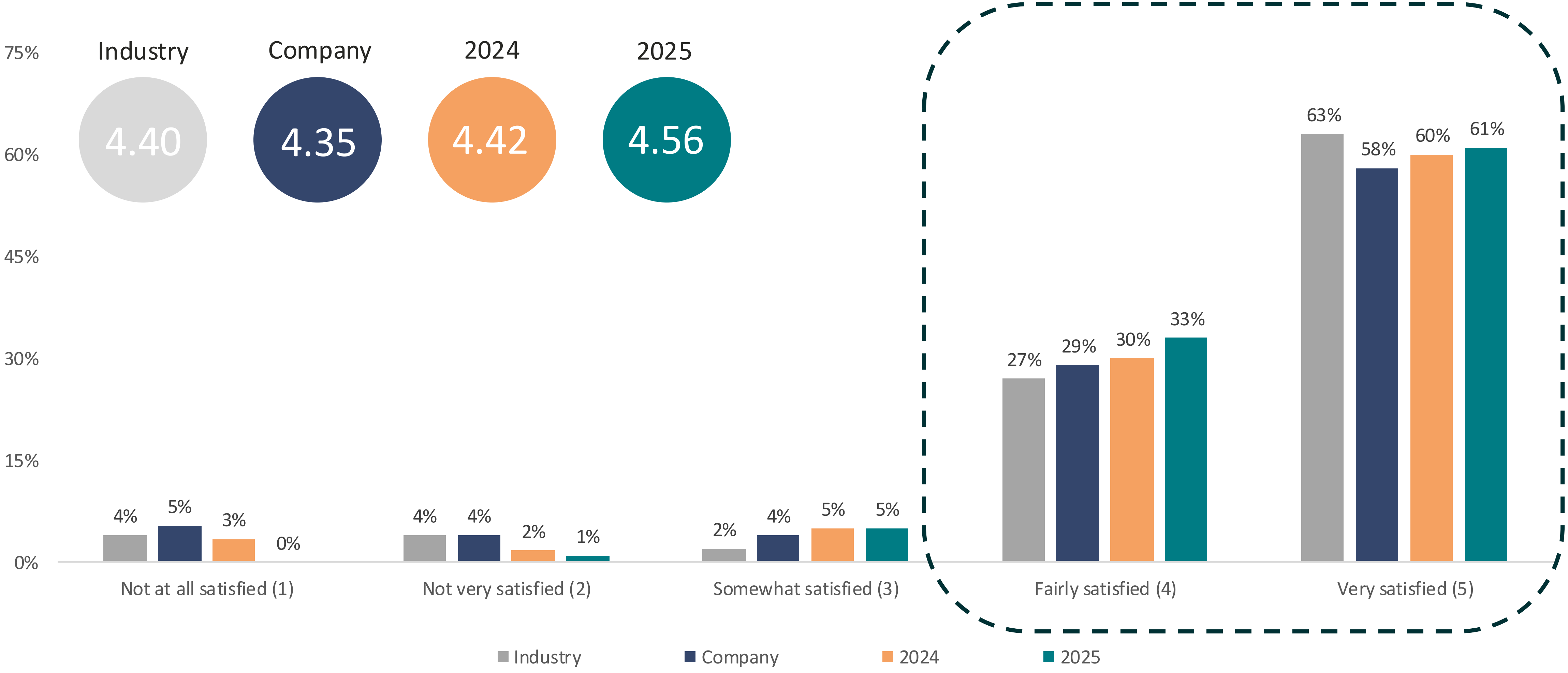
Overall Satisfaction



SONAR Inc – 2025 Sales Kick-off

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Overall, how satisfied were you with the SKO this year?

Thematic analysis – drivers of satisfaction at this year's event

Company Strategy

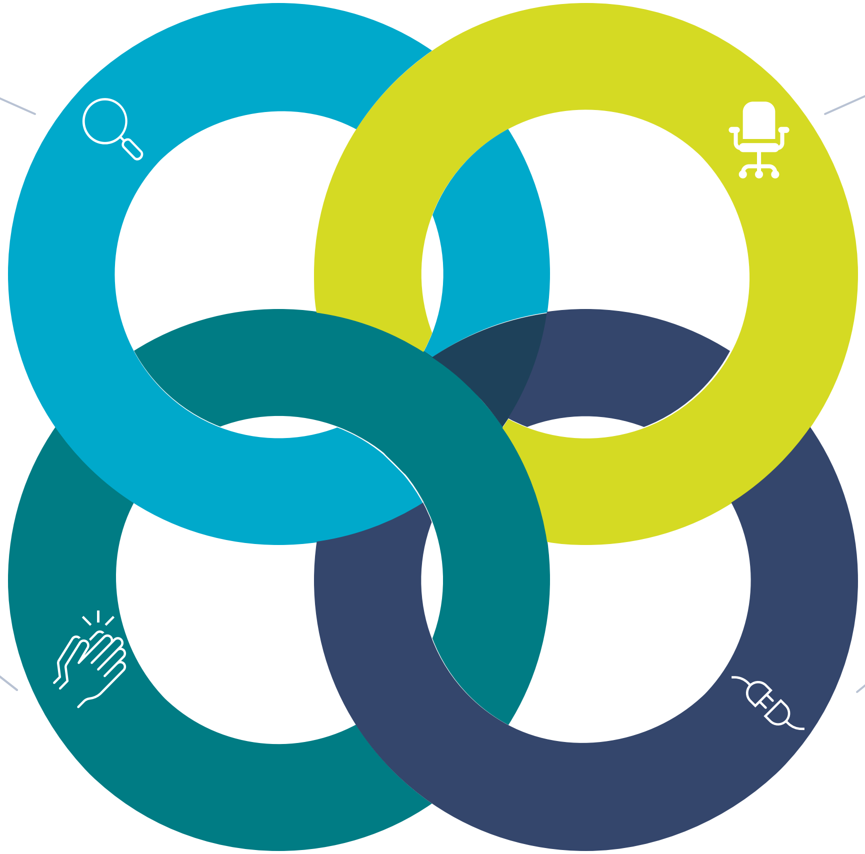
Had good content that effectively helps align individual goals with company objectives.

Having access to leadership and insights into the company's direction

Acknowledged Achievements from 2024

Having a dedicated section for celebrating 2024 success showed me how much leadership values our collective effort

The recognition received for 2024 made me feel valued



Leadership

The transparency and alignment from leadership made it easier to trust the direction we were heading

We could tell the leaders were connected

Good organization

The agenda was easy to follow, and transitions between sessions were smooth

The flow of the day kept us engaged without feeling rushed

You said you were [very / fairly satisfied] with the SKO this year. What were the reasons for this?

Thematic analysis – opportunities for improvement

Event focus

Too much focus on emerging markets despite all the target uplifts weighted towards Cyber

No information shared on what tools will be put in place to help us work with other portfolios

Too narrow a selection of speakers

Nearly all the sessions led by the same folk as last time…needs some new voices

A whole day of Cyber sessions when it isn't relevant to many parts of the business

Cross portfolio sessions

Would have loved a session on how portfolios can tackle challenges together

I'd like to see us practice solving challenges together, not just talk about it

Travel logistics

No accommodations made for those travelling from APAC…consider this in future

Ensure greater consideration for colleagues traveling long distances

Are there are any areas in which the SKO could be improved in future years? If so, please use provide details in the box below

Other aspects of your C-suite ready report

Extra analysis and reporting styles to make your reporting C-Suite ready include:

- **Correlation analysis** to pinpoint the most important drivers of event performance
- A **SWOT analysis** to provide a single-slide view of the performance, opportunities and risks of the event
- **Strategic recommendations** that provide clear actions to follow-up on to maximize the impact of the post-event research

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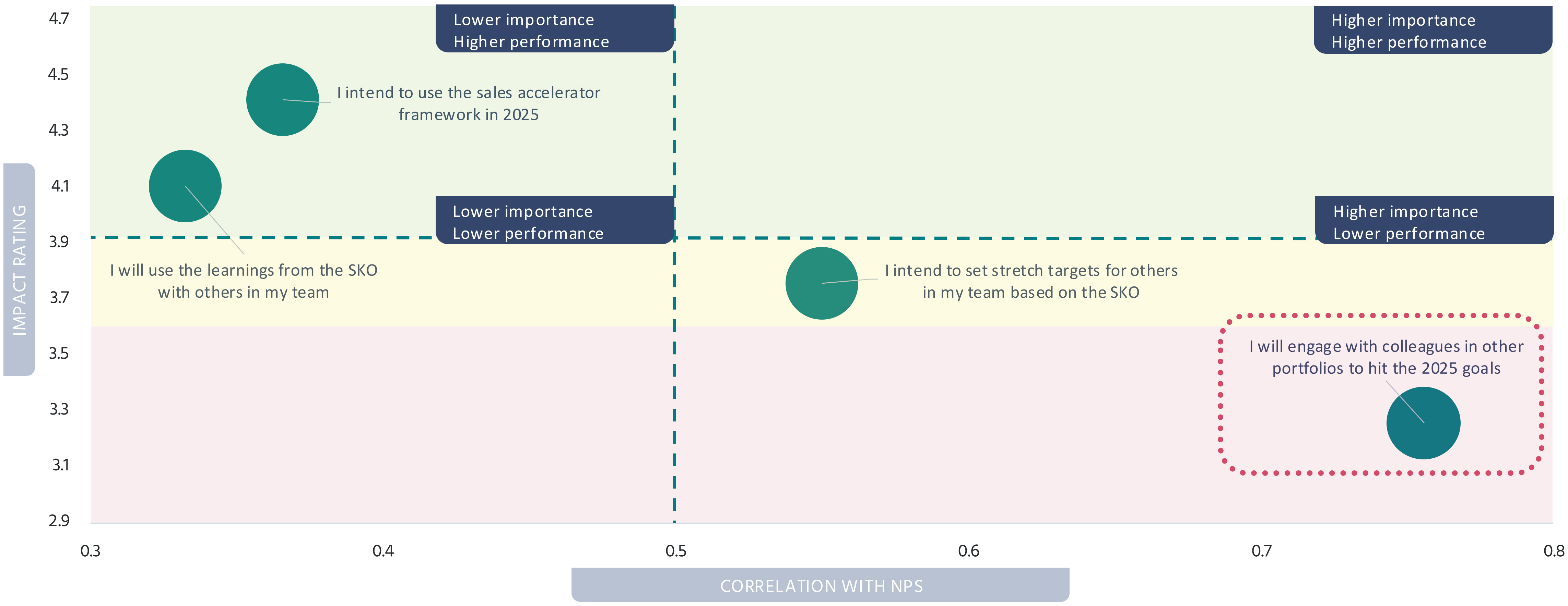
Correlations between NPS and Behavioral impacts

The low levels of stated engagement with colleagues in other portfolios is strongly correlated with advocacy towards Sonar's SKO events – more so than all the other behavioral impact measures



Thinking about the SKO, to what extent do you agree or disagree with the following?
Overall, how satisfied were you with the SKO this year?

2025 SKO

Performance Based SWOT Analysis

Strengths

- The event sees an uplift in Overall Satisfaction compared with the 2024 edition. Advocacy towards the SKOs remains strong and in line with the industry benchmark
- The event is particularly engaging for those newer to the business
- The event successfully highlighted 2024 achievements

Weaknesses

- Core aspects of the SKO – the content focus, speaker selection and event logistics – are all referenced as areas that fell short this year
- Those who have been at the business 5 years or longer have lower satisfaction levels with the SKO

Opportunities

- The positive experience of newer colleagues and those in Emerging Markets can be used galvanize sales performance in 2025
- Colleagues understand the 2025 objectives are less clear on cross-portfolio collaboration. Introduce sessions with practical tips, especially to support new employees

Threats

- Lower sentiment among those based in Cyber poses a threat to overall 2025 performance, given importance of this portfolio to Sonar's revenues
- The lack of agreement that colleagues will engage in cross-portfolio working potentially undermines company-wide current and future company-wide initiatives

Strategic Recommendations

1

Check in with the Cyber portfolio

- The Cyber portfolio accounted for over 1 in 4 attendees at the 2025 SKO
- They also have the highest average sales targets per head in the business
- Therefore, the lower satisfaction levels among this group need addressing to derisk revenue performance
- A Town Hall or equivalent could be scheduled to address concerns

2

Refresh the speaker schedule for 2026

- With the SKOs in their sixth year, it is unsurprising that some colleagues are looking for changes to the speakers and content schedule
- Although SMT-led sessions are still considered valuable, introducing newer voices from around the business would help keep the event 'fresh' in the minds of your attendees
- Different session types would also help with engagement

3

Facilitate cross-portfolio working

- While colleagues are aligned on the 2025 objectives, there is less clarity on how to deliver them effectively across portfolios
- To address this, introduce dedicated sessions that provide practical guidance on cross-portfolio collaboration
- These could include actionable frameworks, real examples of best practice, and targeted support for new employees to accelerate their integration and enable them to contribute more effectively

4

Consider your international employees

- A significant minority of employees are travelling from overseas to the event
- Many in this group feel at a disadvantage given the event's scheduling
- Consideration of a 'travel day' for these colleagues, or changes to the timings of the event, will help this group feel more included

What we have covered today...

- **Why measurement matters now** — insights from ELX member research
- **The ROI trap** — why traditional models fall short for SKOs & incentives
- **Roundtable discussion** — how do you prove impact when the C-suite come calling?
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Key Takeaways

- **Meet with your team and gain their buy-in** to measurement – this is a transformation process that requires full alignment
- **Get aligned with senior stakeholders** on the metrics and KPIs you will be tracking
- **Be consistent** with your surveys and how you collect the data
- **Start small** and build up and iterate from there

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Thank You

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