Event Business Case

##### 1. What is the business objective?

Keep your answer high level: increase sales, improve morale etc. — you can go into more detail when you define your event objectives.

Answer here…

##### 2. What is the business environment?

Consider the economic environment: is your target audience doing well or is business tough? What is the political environment like — is it stable or uncertain? Consider what your competitors are doing.

Answer here…

##### 3. What are the learnings from previous events?

What worked? What failed? What was the return on investment?

Answer here…

##### 4. Who are the audience?

Who are they? Consider rating from 1-10: how hard will it be to get them to attend the event? What will be their motivation to attend?

Answer here…

##### 5. What are the event objectives?

What do we want the audience to do as a result of attending the event?

Answer here…

##### 6. What is the return on investment (ROI)?

If the business objective is to sell then the ROI is the amount you will sell. If the objective is to build a strong company culture, then the ROI could be measure in staff retention. This question is a whole lot easier to answer if you’ve established detailed event objectives. Try to apply a value to what the audience will do and you can work out your return.

Answer here…

##### 7. What is the budget?

This question is relative to your ROI. At this stage it’s not a case of working out how much the event will cost — it’s more a case of stating how much you can afford to spend to get the ROI. If you think you’ll make $50,000.00 in sales and you want a 100% ROI then your budget will be $25,000.00 to deliver the event.

Answer here…

##### 8. Who are the stakeholders and will we have their support?

Your stakeholders may be the executive team — if it’s a marketing event, the stakeholders could be the sales team. Ask yourself: do you have their full support and commitment?

Answer here…

##### 9. Should we have sponsors and/or exhibitors?

This may be a given with some events, but is also worth considering on small events — it can be a way to get a bigger budget for the event (as long as it doesn’t conflict with your objectives).

Answer here…

##### 10. Should we hold the event?

Assess your ROI vs. business environment and likelihood of getting the audience — then you can decide if it will be worth holding the event or not.

Answer here…