WE THE PEOPLE

HAPPY 85TH ANNIVERSARY

FLORIDA STATE CONFERENCE

Event Marketing & Visibility Through Analytics

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Communications Leadership Training

Visibility has four measurable stages

01	REACH	Who saw the message?	Reach, impressions, email delivery, partner distribution
02	RESPONSE	Who showed interest?	Clicks, shares, replies, registrations, ticket-page visits
03	ATTENDANCE	Who participated?	Check-ins, show-up rate, completion, services received
04	RELATIONSHIP	Who stayed connected?	Membership, donations, volunteers, follow-up action

Likes show reaction. Conversion metrics show whether people moved closer to the mission.

03

Every event needs one primary outcome

The outcome determines the conversion point and the evidence to collect

Event	Primary outcome	Conversion point	Evidence
Freedom Fund Gala	Revenue and donor development	Ticket, table or sponsorship purchase	Sales, attendance, donor capture, follow-up
Educational seminar	Learning and qualified participation	Registration and attendance	Source, attendance rate, completion, next action
Health or community event	Access to services	Screening, referral or service connection	Completed services and referral outcomes
Civic or advocacy forum	Mobilization	Commitment to an action	Contacts, volunteers and completed follow-through

A single event may create several benefits, but one primary outcome keeps the campaign focused.

04

Sustainable growth depends on clean data

Higher numbers should represent real people taking meaningful action

CONSISTENT DEFINITIONS	Count a registration, attendee, donor and member the same way across every event.
TRACEABLE SOURCES	Use tagged links, partner codes or one registration question to identify where people heard about the event.
QUALITY OVER VANITY	Remove duplicates. Avoid purchased followers. Separate impressions from unique people and confirmed participants.
CONSENT AND PRIVACY	Collect only the information needed for follow-up. Explain how the branch will use contact information.

A smaller verified audience gives leadership more value than a larger count the branch cannot explain.

05

Gala analytics track revenue and relationships

A strong scorecard connects sales activity with long-term donor development

Metric	Calculation	Leadership question
Purchase conversion	Ticket or table purchases ÷ ticket-page visits	Does the offer convert interest into sales?
Table-fill rate	Seats sold ÷ available seats	Where does sales pace require action?
Revenue per attendee	Ticket and sponsor revenue ÷ attendees	Which audience or offer produces value?
New donor capture	New donors identified among attendees	Did the gala expand the donor base?
Seven-day response	Follow-up actions ÷ attendees contacted	Did the event create an ongoing relationship?

Report gross revenue and event costs separately so leadership can see both reach and financial return.

06

Seminar analytics measure learning and continued engagement

Registration volume matters most when the right audience attends and takes the next step

Metric	Calculation or method	What it reveals
Registration source	Tagged link, partner code or source question	Which outreach reaches the intended audience
Attendance rate	Check-ins ÷ registrations	Whether reminders and access information worked
Completion rate	Participants who stayed through the session ÷ check-ins	Whether the topic and format held attention
Usefulness rating	One post-session question on a consistent scale	Whether participants found the content applicable
Next-step conversion	Completed follow-up action ÷ attendees	Whether learning produced deeper engagement

Examples of a next step: join a committee, attend the next session, become a member or complete an advocacy action.

07

Each platform answers a different question

Use platform data to improve the campaign rather than compare unrelated numbers

Channel	Primary question	Useful measures
Email	Did the message reach and motivate our list?	Delivery, click rate, registrations from the email link
Facebook and Instagram	Did the content reach local people and prompt action?	Unique reach, shares, saves, link clicks, conversions
Short-form video	Did viewers stay with the message and seek more?	Completion, profile visits, link actions
Community partners	Which relationships produced participation?	Referral code, tagged link, source question
Paid promotion	What did each confirmed result cost?	Cost per registration and cost per attendee

A channel earns more attention when it produces the desired action, not simply the largest audience.

Campaign timing creates room to learn

Review results every week and adjust one element at a time

Phase	Main message	Analytics check	Possible adjustment
Four weeks out	Purpose, date and value	Baseline reach and partner distribution	Strengthen the audience list
Three weeks out	Speaker, honoree or participant story	Click rate by message and source	Refine headline or creative
Two weeks out	Proof, program details and access	Page visits and conversion	Simplify registration or clarify value
Final week	Urgency and reminders	Registrations, confirmations and pacing	Retarget warm audiences and activate partners
Within 48 hours	Thanks and one clear next step	Follow-up response	Personalize outreach by event behavior

Record the change and date. Otherwise the team cannot tell what improved performance.

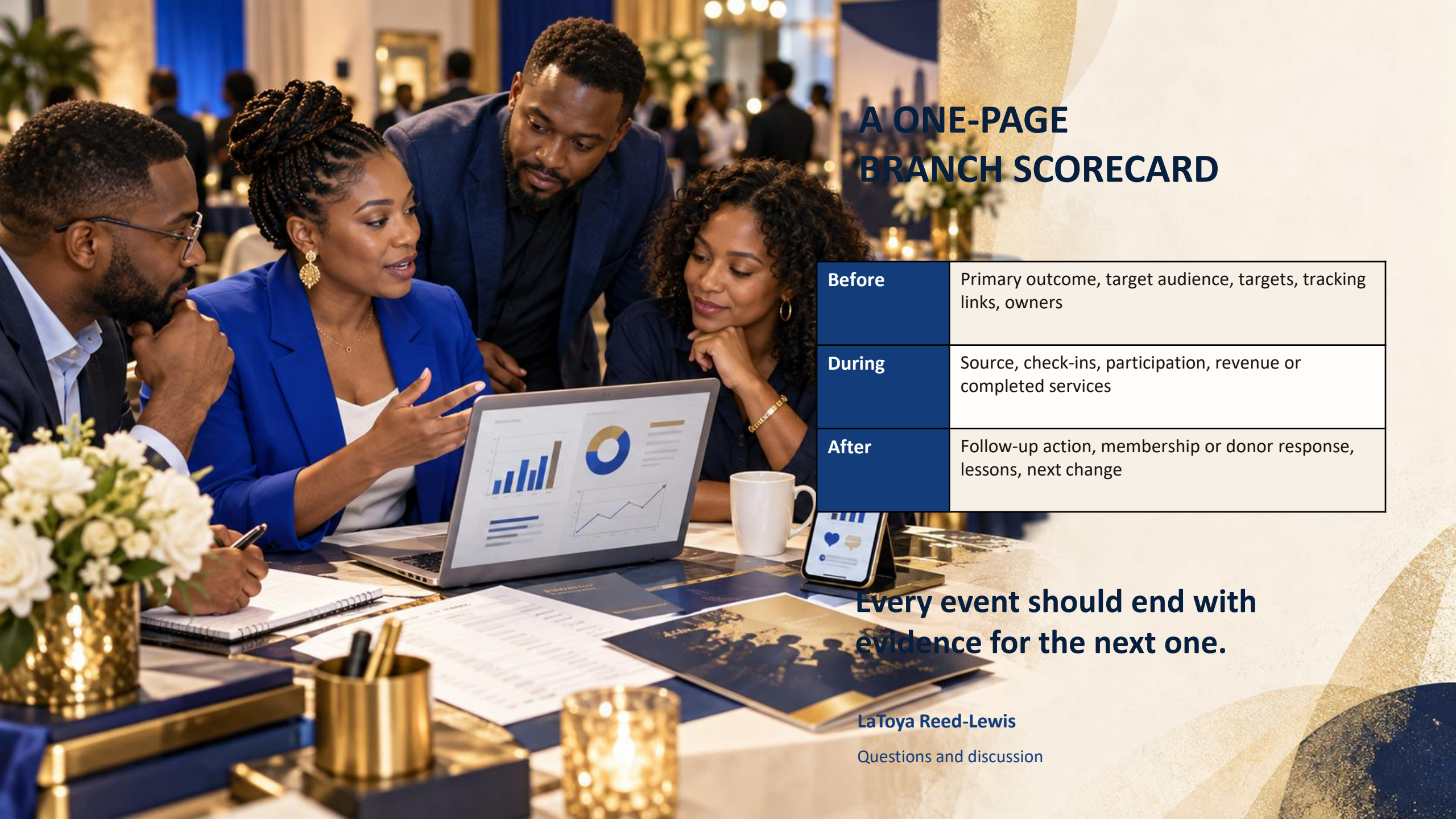
09

Decision rules turn analytics into action

Agree on likely responses before the campaign becomes urgent

Signal	Likely issue	Response
Reach is high; clicks are low	Message or call to action lacks relevance	Test a clearer benefit, audience cue or action
Clicks are high; registrations are low	Registration page creates friction	Reduce steps, clarify cost and strengthen event details
Registrations are high; attendance is low	Reminders or access information need attention	Use calendar links, confirmation texts and practical directions
Attendance is high; follow-up is low	The next step lacks clarity or urgency	Send one relevant action within 48 hours
One partner source converts strongly	Trusted distribution outperforms broad reach	Expand that relationship and provide ready-to-share content

Use analytics to ask a better question, then make the smallest change that can answer it.



A ONE-PAGE BRANCH SCORECARD

Before	Primary outcome, target audience, targets, tracking links, owners
During	Source, check-ins, participation, revenue or completed services
After	Follow-up action, membership or donor response, lessons, next change

Every event should end with evidence for the next one.

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Questions and discussion