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Topics

The Importance of Data to Demonstrate the Value of Meetings

As meeting professionals, we are often challenged to effectively evaluate the success of our events while also quantifying and conveying the ROI and ROE. This webinar will outline several strategies for gauging a customer's (i.e. member, participant, etc.) satisfaction, including the Net Promoter Score (NPS), which offers a unique look into brand loyalty. Participants will learn about the importance of evaluation data and how you can demonstrate and leverage the true value of your events. After all, numbers do not lie and it's more important now than ever to showcase the impact of meetings.

Learning Objectives:

- Participants will be able to gauge a participant's satisfaction with an event.
- Participants will be able to identify and summarize various meeting data metrics.
- Participants will be able to effectively articulate a meeting's value to key stakeholders.

Profile

Kyle Jordan, CAE, CEM-AP, CMP, DES serves as the Director of Meetings for The Institute for Operations Research and the Management Sciences (INFORMS) located in Catonsville, MD. In this position he provides overall strategic leadership and execution of the organization's signature meetings and conferences.

Prior to joining INFORMS, Kyle held leadership positions at the National Confectioners Association (NCA), the Financial Planning Association (FPA) and Synergos Association Management Company. Throughout Kyle's career he has been responsible for designing unique event experiences and creating learning journeys for a broad range of professions and industries.

Kyle is a Certified Association Executive (CAE), Certified in Exhibition Management Advanced Professional (CEM-AP), a Certified Meeting Professional (CMP) and a Digital Event Strategist (DES). He is an active volunteer with several professional associations and organizations and serves as faculty for the International Association of Exhibitions and Events (IAEE) CEM certification programme. In 2022 Smart Meetings Magazine named Kyle one of their Meeting Professionals of the Year.

Kyle received a Bachelor of Art Degree in Political Science and Gender Studies from Valparaiso University, and he has earned a Master of Education from Washington State University and a Master of Science in Human Resources from Western Carolina University. Kyle also completed a Certificate of Meeting Management (CMM) from Meetings Professionals International and the Kelly School of Business at Indiana University.