



FREE TOOLKIT FOR EVENT OWNERS

Event Impact Measurement Kit

Prove what your event changed. A question bank of 42 survey questions, the formulas that matter and a one page report your leadership and sponsors will actually read.

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Applause is not a result.

A full room and a standing ovation feel like success. Your CFO, your sponsors and next year's budget want to know what changed afterwards. Measure four levels, at the right moments, with the same questions every year, and your event becomes an investment instead of a cost.

1. Reaction

How did it feel?

Satisfaction, relevance, energy, likelihood to recommend.

WHEN: RIGHT AFTER THE EVENT

2. Learning

What do they know now?

New ideas, confidence, understanding of a topic.

WHEN: RIGHT AFTER THE EVENT

3. Intent and behaviour

What will they do differently?

Commitments, actions taken, tools tried, conversations started.

WHEN: WITHIN 2 HOURS AND AFTER 30 DAYS

4. Impact

What changed for the business?

Pipeline, retention, productivity, decisions made, partnerships formed.

WHEN: AFTER 60 TO 90 DAYS

Start before the event

Write down the objective and three outcomes you will check 30 days later. Ask registrants one baseline question, for example "How confident are you about using AI in your role? (1 to 5)", so you can show the change.

42 questions to copy.

Pick 6 to 8 for the survey right after the event and 3 for the follow-up at 30 days. Keep each survey under 2 minutes; every extra minute costs you responses.

Overall event

1 How likely are you to recommend this event to a colleague? (0 to 10)

2 How relevant was the content to your current challenges? (1 to 5)

3 Which session will you remember in a month, and why?

4 Was the event a good use of your time? (Yes, Partly, No)

5 What should we keep exactly as it is?

6 What is one thing we should change next time?

7 How did you hear about the event?

8 Would you attend again next year? (Yes, Maybe, No)

Keynote and sessions

9 How valuable was [session] for you? (1 to 5)

10 How practical were the takeaways? (1 to 5)

11 How engaging was the speaker? (1 to 5)

12 What is the single most useful idea you heard in [session]?

13 Did the session change how you think about [topic]? (A lot, A little, Not at all)

14 Would you like to hear this speaker again? (Yes, No)

15 Was the length right? (Too short, Right, Too long)

16 May we quote your comment with your name and title? (Yes, Yes without name, No)

Learning

- 17 Before today, how confident were you about [topic]? (1 to 5)
-
- 18 After today, how confident are you about [topic]? (1 to 5)
-
- 19 What did you learn that you did not know before?
-
- 20 Which question do you still have about [topic]?
-
- 21 Which resource would help you go further? (Slides, Recording, Checklist, Workshop)
-

Intent and behaviour

- 22 What is one action you will take in the next 7 days because of this event?
-
- 23 Who in your organization will you share this with?
-
- 24 How likely are you to change [practice] in the next 90 days? (1 to 5)
-
- 25 What could stop you from acting on it?
-
- 26 Thirty days later: did you take the action you planned? (Yes, Partly, Not yet)
-
- 27 Thirty days later: what happened as a result?
-
- 28 Thirty days later: what support would help you continue?
-

Business impact (60 to 90 days)

- 29 Has the event led to a decision, project or budget change? Please describe.
-
- 30 Have you started a partnership or business conversation from the event?
-
- 31 Estimate the time saved or value created from what you applied (optional).
-
- 32 Which part of the event contributed most to that result?
-
- 33 Would you nominate a colleague to attend next time?
-

Sponsor value

- 34 How many meaningful conversations did you have at the event?
-
- 35 How many qualified leads did you collect?
-
- 36 How well did the audience match your target? (1 to 5)
-

37 How likely are you to sponsor again? (0 to 10)

38 Which deliverable created the most value for you?

39 What would make the partnership more valuable next year?

40 Can we share your feedback in our sponsor materials? (Yes, No)

41 Who else in your network should we talk to about partnering?

42 Would you join a sponsor roundtable to shape next year's programme? (Yes, No)

Formulas that matter.

METRIC	FORMULA	HOW TO READ IT
Net Promoter Score (NPS)	% promoters (9 to 10) minus % detractors (0 to 6)	Above 30 is good for events, above 50 is excellent.
Session score	Average of value, practicality and engagement (1 to 5)	Compare sessions on the same scale every year.
Room fill rate	Attendees in the session / seats available	Above 85 percent signals strong pull. Below 60 percent, check timing or title.
Show-up rate	Checked-in attendees / registrations	Free events often see 40 to 60 percent, paid events usually higher.
Cost per attendee	Total event cost / checked-in attendees	Track against value created per attendee.
Action rate	Attendees who took their planned action / attendees asked	Measured at 30 days. The best proof that content mattered.
Sponsor value	Qualified leads x lead to deal rate x average deal value	Agree the inputs with the sponsor before the event.
Event ROI	(Value created minus total cost) / total cost	Use conservative value estimates and show your assumptions.

Worked example

300 attendees, 162 survey answers. 88 promoters, 51 passives, 23 detractors. NPS = 54% minus 14% = **40**. Event cost EUR 180,000, cost per attendee **EUR 600**. Two sponsors report 46 qualified leads; at 10% close rate and EUR 40,000 average deal, sponsor value is **EUR 184,000**.

Ask at the right moment.

Before	Define the objective, the 3 outcomes and how each is measured. Set baselines (confidence, current practice).
During	Live polls, session scans or check-ins, room fill counts, notable quotes (with permission).
Within 2 hours	Short survey: NPS, best session, one action they commit to. Response rates drop by half after 24 hours.
After 30 days	Three questions: did you act, what happened, what support would help.
After 60 to 90 days	Business impact: decisions, projects, deals, savings. Interview 5 to 10 attendees for stories.
Report	One page for leadership and a recap for each sponsor within two weeks of the event.

Get more answers

- Show a QR code on screen during the closing, and give 90 seconds to answer in the room.
- Send the survey within 2 hours with the slides as a thank you.
- Ask one open question only. Everything else is a scale.
- Tell people what you changed because of last year's feedback.

Keep it comparable

- Use the same scales every year (0 to 10 for NPS, 1 to 5 for sessions).
- Score every session on the same three questions.
- Keep a simple sheet of results per year, so trends are visible.

One page results report.

Fill this in within two weeks of the event. One page, numbers first, recommendation last.

SECTION	YOUR CONTENT
Objective	
One sentence	
What happened	
Attendance, show-up rate, sessions	
How it felt	
NPS, top 3 session scores	
What changed	
Confidence before and after, actions at 30 days	
Value created	
Pipeline, sponsor value, savings, decisions	
Cost	
Total and per attendee, ROI	
What we learned	
Keep, stop, start	
Recommendation	
Next year, with budget	

ABOUT THE AUTHOR

A keynote you can measure.

Karl Lillrud is an AI keynote speaker and entrepreneur since 1996. He helps leaders turn AI into clear decisions and measurable action, with keynotes in English and Swedish across Europe, the Nordics and the Middle East. Global Gurus 2026 Top 30 (#16), Thinkers360 Top 10 Thought Leader, member of the Harvard Business Review Advisory Council.

Karl designs every keynote around an outcome you agree upfront, gives your attendees one action for the next 7 days, and shares the follow-up resources that make the 30 day numbers move.

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