



# The Rol Challenge

**Richard John**  
*Managing Director*

# The Rol Challenge

The background of the slide is a faded, blue-tinted image. In the foreground, two hands are shaking in a firm grip. In the background, a person in a dark business suit is standing, possibly in a city or office setting. The overall aesthetic is professional and corporate.

Richard John  
RJA GB Ltd

# Thought 1

Be clear what you're measuring!



<http://go.to/funpic>

## Thought 2

You must ALWAYS have targets



## Thought 3

Choose the Right Event –  
then consider how to measure it

## An ever-growing choice of events....

- Exhibitions
- Conferences
- Seminars
- Lectures
- Workshops
- Corporate Hospitality
- Road shows
- Guerilla Events
- Town Halls
- Brainstorming
- Congress
- Conventions
- Press Launches
- AGMs
- Field Marketing
- Team Meetings
- Customer panels
- Product launches
- Parties
- Briefings

# An ever-growing list of reasons for doing events

- Educate/learn
- Fundraising
- Motivation
- Learn about products/services
- Make money
- Discuss
- Reward
- Network
- Update
- Branding
- Inform
- Face to face contact
- Recognise
- Train
- Celebrate
- Problem solving
- Socialise
- Support
- Refresh
- Protest
- Remind
- Lobby
- Launch
- Team build
- Promote organisation
- Change of environment
- Generate customers/prospects
- Meet new people
- Share ideas
- Entertain

# Event Matrix

Reasons	Lecture	Conference	Seminar	Webcast
Input	✓	✓	✓	✓
Debate		✓	✓	
Talk			✓	
Network	✓	✓	✓	

**Events**

## Thought 4

Some events are easier to  
measure than others  
But don't stop trying!

# Ideas for Setting Exhibiting Targets

## **a 12 sq m stand, a two day show**

- 3 stand staff
- 7 hour day
- 4 qualified leads per hour

**TARGET is  $2 \times 7 \times 4 \times 3$   
= 168 leads**

## Thought 5

Communicate – and converse –with purpose



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# Thought 6

Emotional change CAN be measured





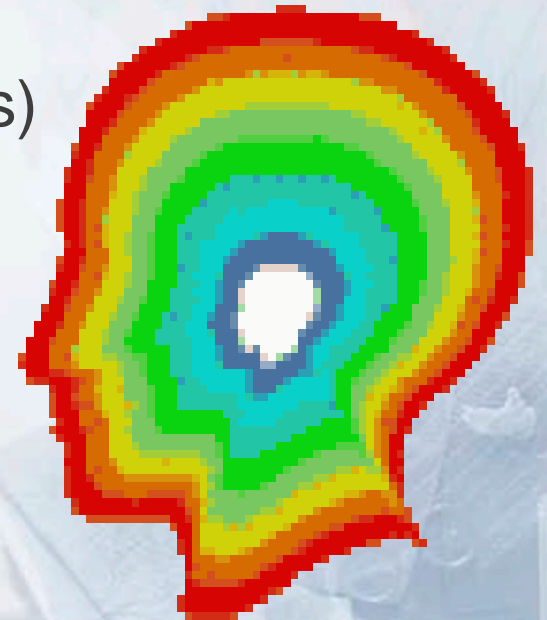


# Thought 7

There are other ways of looking at things

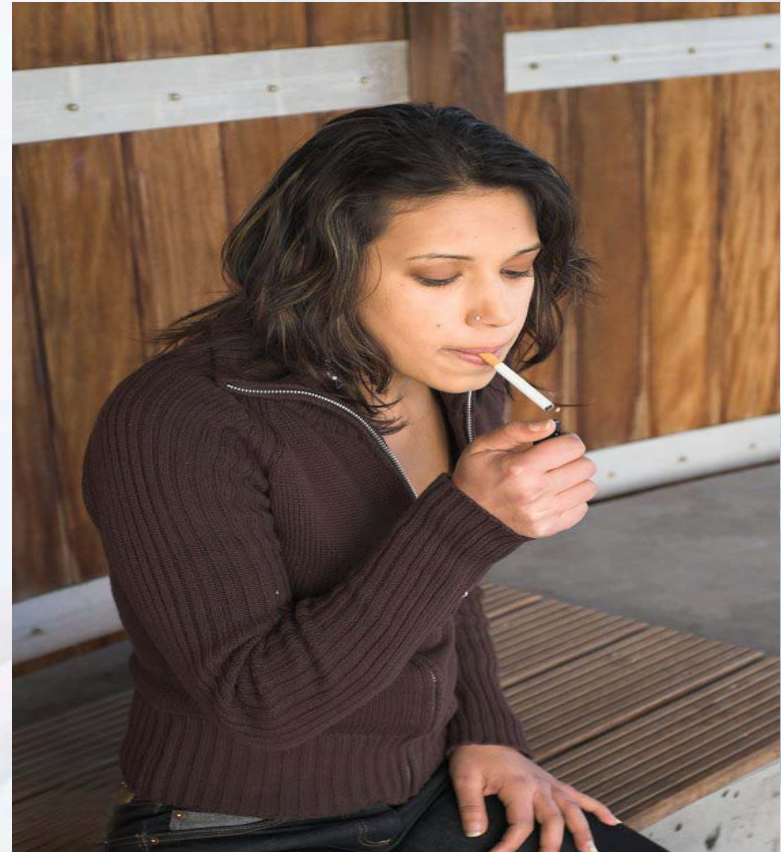
# Stages of TTM

- **Pre-Contemplation** (< 6 months)
- **Contemplation stage** (within 6 months)
- **Preparation** (within the month)
- **Action stage** (> 6 months)
- **Regression**
- **Maintenance**
- **Termination**



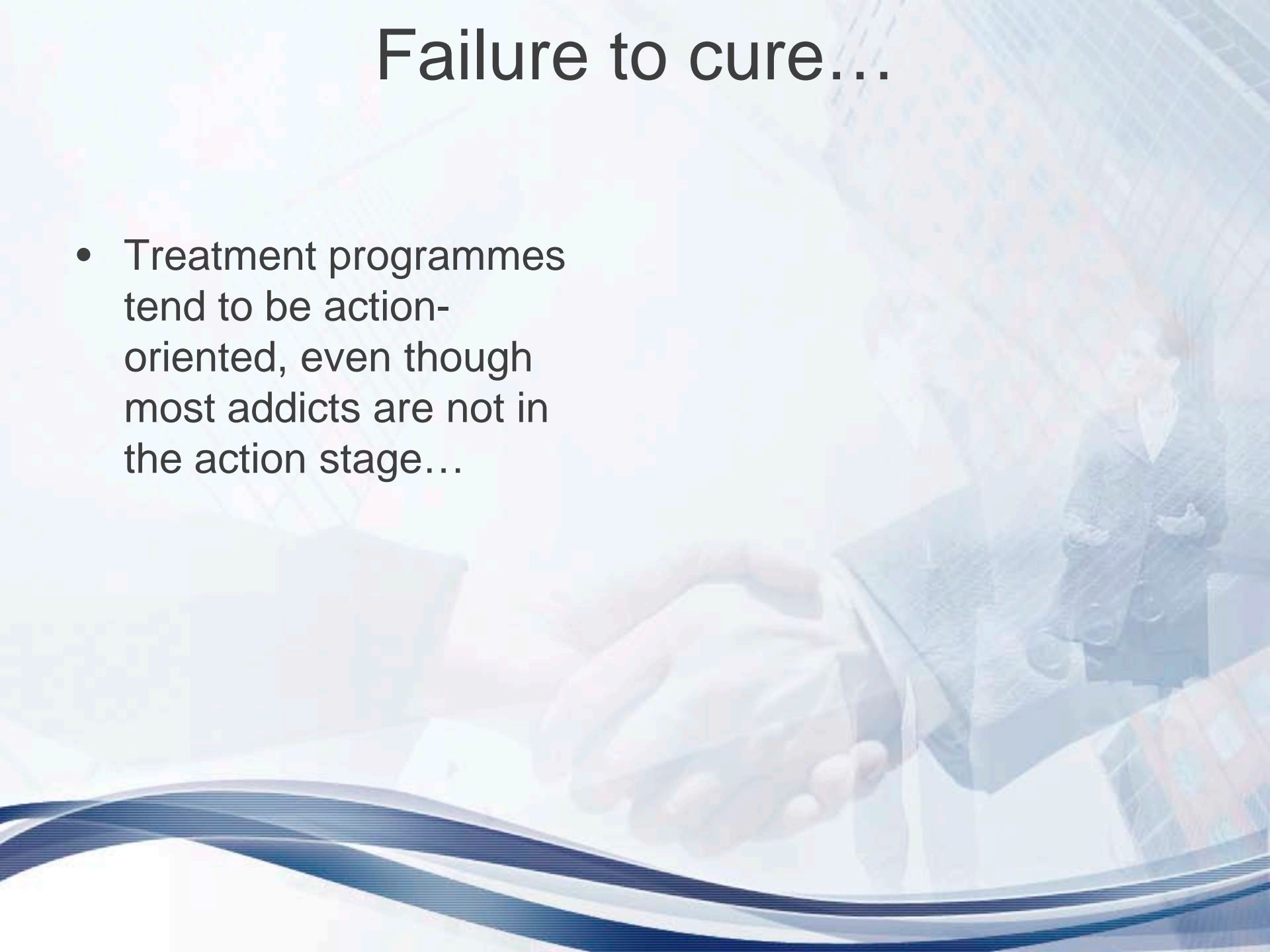
# Smoking Cessation

- “The amount of progress made in a treatment programme tends to be correlated with the patient’s pre-treatment state of change”



# Failure to cure...

- Treatment programmes tend to be action-oriented, even though most addicts are not in the action stage...



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# Commercial Meeting Evaluation



- Sales leads
- Public Relations
- CRM
- Recruits
- Impact
- Sales – over an agreed period

# Commercial Marketing Evaluation



# Social Marketing Evaluation



# Thought 8

Evaluation is more than “happy sheets”



## Thought 9

Is it ignorance or fear that stops us from measuring properly?



# Thought 10

Time to say “au revoir” to  
meetings without measurement



## Thought 11

This is a great industry for big kids  
– but maybe it's time to grow up  
(just a bit!)



# Q & A



Thanks for your company

**Richard John**  
*Managing Director*