Event Evaluation & the Event Compass™

Telling signal from noise...

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Why evaluate?

Event Evaluation – Definitions, Concepts and State of Art Review
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“Evaluation is in part an essential management function of information gathering and feedback through which processes can be improved, goals more effectively attained, and by which organizations can learn and adapt. To 'evaluate' is also to place a value on something, or to pass judgment on its quality, effectiveness or worth. “
Uses of evaluations and impact assessments for events

• External needs
  - Consumers/visitors - quality assurances
  - Partners and sponsors - proving worth
  - Government - basis for support, permits etc
  - Sustainability - economic, environmental and societal

• Internal needs
  - Improving organizational effectiveness
  - Understanding consumers and designing content thereafter
  - Follow up and goal-attainment
Current landscape of event evaluation

• Standards & certifications – Customized consultancy

• ROI, brand loyalty and forecasting – mainly economic values

• Current evaluation services are often limited in scope and reductionist in their approach
Challenges

• Sustainability – capturing the triple bottom line by finding appropriate socio-cultural and environmental indicators

• Improving accessibility to quality evaluation for all types of event organizers

• Involving a broader range of stakeholders in the development of evaluation methods to increase representativeness

• Developing tools for evaluating and managing whole event portfolios – from a destination perspective
The Event Compass™ Story
Identifying the Demands

Regional growth opportunities

Event tourism increase

Event organizers under pressure

Event demands
How can the Demand be met?

**Challenge**

- Organizers need marketing material, strategic and operational support
- Event consumers need quality assurances
- Commissioning entities need decision support systems
- Host communities need assurances of positive impacts

**Opportunity**

- A method to grade and certify events for the benefit of external stakeholders
- A tool-kit to help organizers make the most of their strengths and improve weak areas
- A research-based approach that applies state-of-the-art theory to the certification and the tool-kit.
Project Development

Project Team

Prof. Donald Getz
BSc Elin Hägglund
Assoc. Prof. Robert Pettersson
Assoc. Prof. Steve Brown
MSc Martin Wallstam

Academic reference group

Industry reference group
Conceptual Development

Internal – Process Dimensions
- Organization
- Marketing
- Planning
- Design
- Risk

External - Impact Dimensions
- Socio-Cultural
- Environmental
- Economic
Baseline Evaluation

Scoring system

**Coding**

<table>
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<tr>
<th>Question</th>
<th>Max score (unit size other than 1)</th>
<th>Organisation</th>
<th>Planning</th>
<th>Marketing</th>
<th>Design</th>
<th>Risk</th>
<th>Economic</th>
<th>Environmental</th>
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**BE Coding sheet**

- **Organisation**: 10 (0.5)
- **Planning**: 0.5
- **Marketing**: 0.5
- **Design**: 0.5
- **Risk**: 0.5
- **Economic**: 0.5
- **Environmental**: 0.5
- **Social-Cultural**: 0.5

**TOTAL**

- **Organisation**: 10 (0.5)
- **Planning**: 0.5
- **Marketing**: 0.5
- **Design**: 0.5
- **Risk**: 0.5
- **Economic**: 0.5
- **Environmental**: 0.5
- **Social-Cultural**: 0.5

**Weighted TOTAL**

- **Organisation**: 10 (0.5)
- **Planning**: 0.5
- **Marketing**: 0.5
- **Design**: 0.5
- **Risk**: 0.5
- **Economic**: 0.5
- **Environmental**: 0.5
- **Social-Cultural**: 0.5

**Compass Score**

**Visualization**
Baseline Evaluation

1. Certification (3/5 Compasses)

2. Certification category

3. Dimension scores

4. Compass visualization

5. Profile of event organisation

6. A selection of measures for quick improvement
Upcoming studies...
Event Compass™

• A bid to make research accessible
• Holistic approach, flexible implementation
• From evaluation to development
“The Event Compass provided us with important new insights on the development of our operations. The whole process was time-effective, constructive and engaging. I would definitely recommend the Event Compass to other organizers.”

Patrik Jemteborn
Chairman of the Organizational Comité
Östersund Biathlon World Cup, 2014
Find more information at:
http://www.miun.se/eventcompass

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