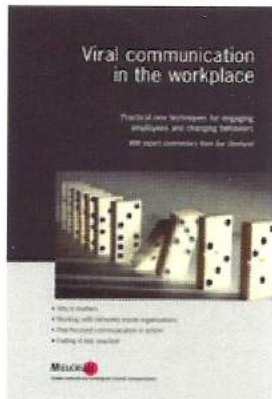


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By **Angela Sinickas**

September 3rd, 2008



Calculating ROI for management conferences

I received a question recently from a communicator who wanted to measure the impact of her company's senior management conference.

She already planned to measure outcomes like improved understanding of strategy, but she wasn't sure how to look at the return on investment (ROI) since a lot of money had been spent on the conference.

Identifying behavior changes

My suggestion to her was to identify what occurred during the meeting that should result in management actions. That's because the only outcome that has a monetary value is behavior change. There's no money attached to greater understanding or deeper feelings of engagement until those influences on the head and heart move the hands and feet to action.

Depending on the company's strategy and the content covered in the meeting, some of those financially beneficial behaviors might be managers:

1. Working more productively.
2. Reducing accidents.
3. Improving quality.
4. Increasing the rate of revenue growth.
5. Cross-selling.
6. Reducing costs from waste, duplication, or lack of coordination across business units.
7. Changing their management practices in a way that improves employee retention.

Now she'll need to do some research to identify how much those behaviors changed after the conference, and identify how much credit the conference itself can take for the changes. One way to do that is to survey conference participants about their behavior changes, if any, and how much credit for the change they would ascribe to the conference.

With many behaviors, a survey wouldn't even be necessary. She could work with whoever keeps track of a particular behavior (such as accident rates, employee

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turnover, cross-selling, etc.) and have that person run a report showing the numbers before and after the conference for the group managers who attended the conference versus the group of those who were invited but missed it.

Once she isolates the amount of behavior change due to the conference by either survey or operational analysis, she can compare the cost of the conference against the financial value of one year's worth of various behavior changes to calculate the ROI.

Until next time,

Angela Sinickas
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And finally...

As we're all dealing with the problem of information overload we know that you probably are too. So, as part of Melcrum's efforts to cut down on the number of emails we send out, we will now publish this monthly instalment of expertise on Measurement on our [website](#). But don't worry, we'll still alert you to each new issue by including a link in our weekly newsletter *The Source for Communicators*. If you choose to unsubscribe from that, simply visit the newsletter archive on the Melcrum [website](#) to find the latest issue of this and other free Melcrum newsletters.

Coaching Goodyear's managers to talk strategy

Mandy Thatcher, The Source for Communicators, 28 August, 2008

In the latest issue of *The Source for Communicators*, Mandy Thatcher shares 2 useful tips from Sean Williams, internal communications manager at Goodyear, on creating an effective strategy discussion guide... [read more](#)

Tips on developing a corporate annual yearbook?

Phillip Russell, Melcrum's Communicators' Network, 2 September, 2008

I'd like to produce a corporate internal yearbook, or annual round-up of business and social events throughout the year, across the organization. The idea is that this print edition will complement our existing internal communications channels. Has anyone done this before?... [Join the discussion](#)