

# MEASURING SUCCESS

## KEY METRICS AND BENCHMARKS

Determining metrics of your online session/s should be considered during the planning phase as it will help you gauge performance and benchmark the quality of future events.

Measuring success will depend on the overall objective of your event but below are metrics to understand engagement levels:

## Tips to promote your online session(s)

- Word of mouth
- Email promotion + reminder emails
- Articles on blog posts
- Social media posts, hashtags
- Social proof - organizing renowned speakers



### 1. Register to attendee ratio

When looking at the general trend of webinars today, most report the register to attendee ratio to be around 30-45%.

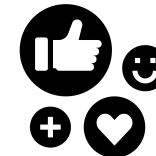
It can highlight how well an event has been promoted and pinpoint areas of improvement. Be aware that generally larger registration numbers mean lower register to attendee ratios.



### 2. Repeat or returning attendees

Does this number increase over time? If so, what are the demographics and psychographics of these attendees?

By researching this, you might detect patterns.



### 3. Engagement

Analyzing how many learners engage with interactive elements (e.g. polls, Q&A, chat, downloading recordings and resources)