



MESA Monthly Member Meeting (4M)

Thursday 25th April

Turning Event Data into Actionable Insights

Thank you to [Nia Alexieva](#), Marketing Manager, [Conference Compass](#), MESA Patron Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase from [Richard John](#), COO of [Realise](#), MESA Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / April 2024) or click on the direct links below:

Overview

1. Ultimate Run of Show - <https://mesa.wall.idloom.com/#/filelastversion/1958>
2. Event Registration Levers - <https://mesa.wall.idloom.com/#/filelastversion/1953>
3. Feelings Wheel - <https://mesa.wall.idloom.com/#/filelastversion/1954>
4. Freeman Trends Report - <https://mesa.wall.idloom.com/#/filelastversion/1955>
5. Time Well Spent - <https://mesa.wall.idloom.com/#/filelastversion/1956>

Overview [Link to view in Community Platform](#)

Thank you for the 5 snippets in 5 minutes "**Dodge the Drama and Deliver the Message: 5 Ways to Handle Tricky Questioning**" from [Clare Forestier](#), Event Host and Public Speaker, **MESA Individual Member**.

1. **You Control Your Reactions and Answers** - It's not what happens to you, but how you react to it that matters
2. **Success Means Preparation** - Before any interview type situation, take a deep breath and get clear on your objectives
3. **It's as easy as ABC**
4. **Mastering the Art of Bridging** - Acknowledge concerns e.g., "I hear you are concerned, and what I can tell you is..."
5. **Put Boundaries in Place** - Remember, you are in control of the conversation, and it's okay to have boundaries

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / April) – **[Direct Link to snippets slides](#)**

The main session was about "**How to Turn Event Data into Actionable Insights**" with speakers [David Preston](#), CEO and [Richard John](#), COO of o-Founder of [Realise](#), MESA Member. We explored how to make the shift from merely collecting event data to using it effectively for reporting across your entire programme of events.

A cautionary tale: You can look around a supermarket because they moved where they normally have the milk you buy regularly. You spend an extra 10 minutes in there trying to find it instead of 2 minutes – the supermarket analysis may show they did something better to keep you in there longer, whereas you left with a very negative impression.

Key things to consider:

- Can you answer the question about which events are working for you to keep going back to and investing money in?
- You need to collect the right data with the right context. Event organisers may have the data but the not context.
- Make imagery out of the data so it's more easily viewed and understood.
- At an event – how useful is it really to collect business cards in a jar for a prize giveaway? What will you do with those cards and what will they mean to you when you are back in the office analysing them to see if that event worked for you?
- **Use BANT** - a process for effectively qualifying leads:
 - o **B - Budget:** Do you have money to spend on this project (or will you be able to obtain it in the face of a good business case)
 - o **A - Authority:** Is this person a decision-maker, someone just 'trawling' or someone in between? Find out 'who else is involved in decision-making,' and 'what would be the next steps?'
 - o **N - Need:** Is there really a need for your solution? Can both parties see the benefits and identify 'pain-points' that can be alleviated?
 - o **T – Time:** What's the time frame? Is it next week/month/year? Is there an existing contract that must run to the end? When is the right time to follow up?

HOW TO TURN EVENT DATA INTO ACTIONABLE INSIGHTS

1. **You can't hit a target you can't see** - What do you REALLY want from your data?
2. **Begin with the end in mind** - What data do you need to collect to meet your objectives? Think when, where and how
3. **Remember: not all leads are equal** - Qualifying and recording are essential
4. **BANT is STILL a simple but effective process for positioning conversations**
5. **Data is not information, information is not knowledge, knowledge is not understanding, understanding is not wisdom**

Data + Context = Actionable Insights (and that IS wisdom)

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / April) [Direct link to Data slides](#)

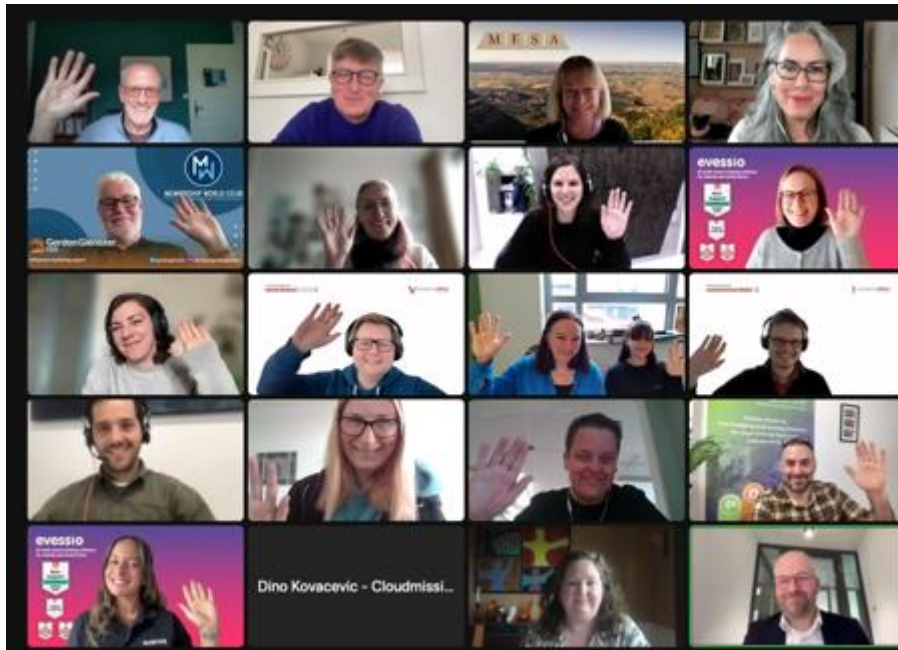
Please provide your feedback on this session – we would love to hear what you say!

Thank you to our speakers:

Host/Moderator [Richard John](#), COO of [Realise](#), MESA Member

[David Preston](#), CEO of [Realise](#), MESA Member

[Clare Forestier](#), Event Host & Public Speaker, [Clare Forestier – Event Host](#), MESA Individual Member



NEXT MEETING:

**MESA MONTHLY MEMBER MEETINGS
(4M's) 1400 BST / 1500 CEST:**

Tuesday 28th May: "Trends in Meetings" with our panellists **Miguel Neves**, Editor in Chief, **Skift Meetings**, **Nienke van der Malen**, CEO & Co-Founder, **Conferli**, MESA Member, and **Jack Marczewski**, Portfolio Event Director, The Meetings Show. Moderated by **Rob Davidson**, International Speaker and Trends Expert, MD of **MICE Knowledge**. We look forward to seeing you there!

[MESA Events page](#)

**[MESA MONTHLY MEMBER MEETINGS
\(4M's\)](#)**

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**