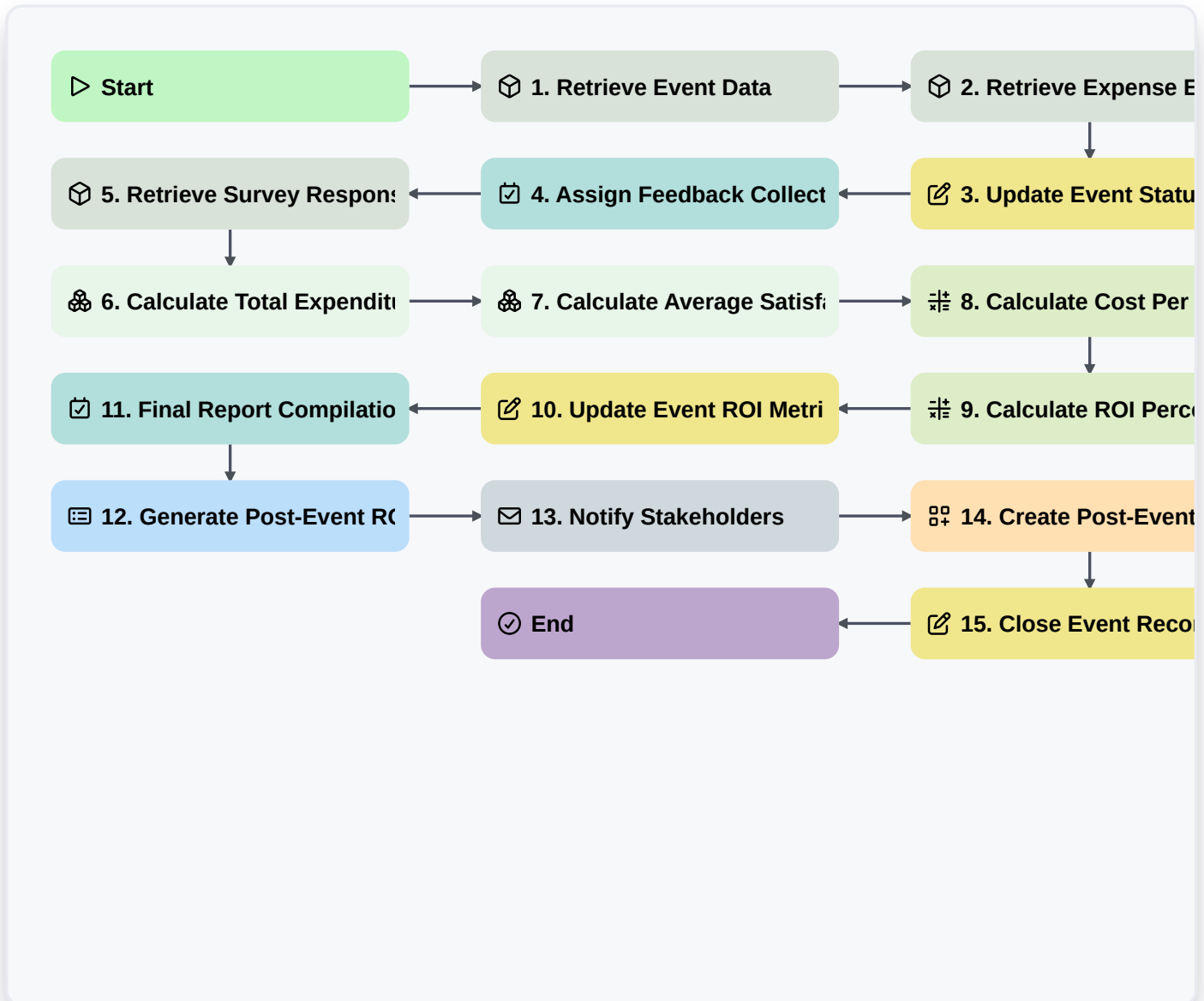


# Post-Event Evaluation And ROI Analysis Workflow



## Start

Start of the Workflow/Process.

## 1. Retrieve Event Data

Fetch all data entries related to the completed event, including budget, attendance, and lead counts.

## 2. Retrieve Expense Entries

Fetch all individual cost entries (vendor fees, catering, marketing, etc.) associated with the event.

## 3. Update Event Status

Change the event status from 'Completed' to 'Under Evaluation'.

## 4. Assign Feedback Collection

Create a task for the Marketing Manager to send out attendee satisfaction surveys.

## 5. Retrieve Survey Responses

Fetch all new survey responses/entries submitted by attendees.



## 6. Calculate Total Expenditure

Sum all numeric values from the Expense Entries to determine the total event cost.

## 7. Calculate Average Satisfaction Score

Calculate the average of the 'Satisfaction Rating' field from the Survey Responses entries.

## 8. Calculate Cost Per Attendee

Divide Total Expenditure by the total number of attendees retrieved from the Event Data.

## 9. Calculate ROI Percentage

Formula:  $((\text{Total Revenue Generated} - \text{Total Cost}) / \text{Total Cost}) * 100$ .

## 10. Update Event ROI Metrics

Write the calculated ROI and Cost Per Attendee back into the original Event Data entry.

## 11. Final Report Compilation

Create a task for the Project Lead to review the calculated metrics and write qualitative insights.

## 12. Generate Post-Event ROI Report

Generate a formal report aggregating all financial, attendance, and satisfaction data for stakeholders.

## 13. Notify Stakeholders

Send an email to the Executive Team containing the summary of the ROI and the link to the full report.

## 14. Create Post-Event Archive Entry

Create a new entry in the 'Historical Event Archives' data model containing all final metrics.

## 15. Close Event Record

Update the event status to 'Archived' and mark the evaluation process as 'Complete'.

## End

End of the Workflow/Process.