

EVENT

KPIs

1	RCP Registration Campaign Performance	RLR Registration Launch Range	C/A Check-In/Attendance									LS Leads	ES Exhibitor Searches	VBR Video Bounce Rate	1
2	STCR Speaker Task Completion Rate	SPLR Speaker Portal Launch Range	RAR Registration Attrition Rate	PR Package Revenue	M/SSM Marketing/Sales Stage Moves	EPR Exhibitor Participation Rate	EOR Email Open Rate	FAR Favorite-to-Attendee Rate	SR Session Replays	HIA High-Intent Activities	MPR 1:1 Meeting Participation Rate	AM Attendee Meetings	ELI Exhibitor Listing Impressions	BGL Booth-Generated Leads	2
3	R Registration	WW Website Visits	NC/LG New Contacts/Leads Generated	PI Pipeline Influenced	PD Package Distribution	SPR Session Participation Rate	ACPR Attendee Chat Participation Rate	ECTR Email CTR	SAR Schedule-to-Attend Rate	PSV Peak Session Views	SE Social Engagement	ESL Exhibitor Session Leads	EC Exhibitor Chats	EPCTR Email Promotion CTR	3
4	RA Registration Abandonment	TS/E Total Sponsors/Exhibitors	C/ULG Cross-Sell/Upsell Leads Generated	SR Sponsorship Revenue	C/DR Comp/Discount Rate	ASA Average Session Attendance	MAR 1:1 Meeting Acceptance Rate	ACC Attendee Chat Conversations	CV Catalog Views	TAU Targeted Agendas Utilized	ODPR On-Demand Play Rate	CPL Cost per Lead	LGL Listing-Generated Leads	EF Exhibitor Favorites	4
5	ETCR Exhibitor Task Completion Rate	SW/C Session Waitlist/Capacity	LVG Lead Value Generated	SG Sales Generated	PAR Pipeline Acceleration Rate	AS Attendee Satisfaction	RD Resource Downloads	MS 1:1 Meetings	AVC Attendee Video Conversations	CS Catalog Search	TAV Targeted Agenda Visits	S/ES Sponsor/Exhibitor Satisfaction	PLQ Percentage of Leads Qualified	EAEF Exhibitor Auxiliary Event Favorites	5
6	TS/E Total Sponsors/Exhibitors	RGR Registration Growth Rate	CG Community Growth	ER Event Revenue	C/C Certifications/Credits	APA Activities Per Attendee	APV Average Portal Visits	DA Demos Attended	ESRR Event Survey Response Rate	NPR Networking Participation Rate	CFC Catalog Filter Count	SSF Sponsored Session Favorites	PHL Percentage of Hot Leads	EAEs Exhibitor Auxiliary Event Schedules	6
7	S/ERR Sponsor/Exhibitor Renewal Rate	TADR TA-Driven Registrations	CPLR Call for Papers Launch Range	CS Cost Savings	COP Carbon Offsets Purchased	TAA Targeted Agenda Actions	PD Portal Duration	AEA Auxiliary Events Attended	SSRR Session Survey Response Rate	ACV Average Catalog Visits	GPR Game Participation Rate	SSS Sponsored Session Schedules	TLO Target Leads Obtainments	EAEA Exhibitor Auxiliary Event Attendance	7
8	ECD Exhibitor Contracting Duration	EDR Exhibitor-Driven Registrations	CPS Call for Papers Submissions	BTA Budget to Actuals	CSR Community Service Rendered	MADR Mobile App Download Rate	SPA Surveys Per Attendee	EBV Exhibitor Booth Visits	RUR Recommendation Usage Rate	TE Trophies Earned	MAE Mobile App Engagement	SSAR Sponsored Session Attendance Rate	BS Booth Staff	ACR Attendee Contact Requests	8
9	S/EGR Sponsor/Exhibitor Growth Rate	AC Account Coverage	CPAR Call for Papers Approval Rate	HRB Hotel Rooms Booked	ME Media Exposure	EM Exhibitor Meetings	SFR Session Favorite Rate	SDP Session Duration Rate	PA Points Awarded	MAID Mobile App Install Duration	GR Gifts Redeemed	CS Collateral Sends	LQQ Lead Qualification Questions	VP Video Plays	9
10	EPLR Exhibitor Portal Launch Range	RR Return Rate	SGR Speaker Growth Rate	SC Staff Costs	SV Share of Voice	EC Exhibitor Chats	SSR Session Schedule Rate	SBR Schedule Bounce Rate	MP 1:1 Meeting Programs	AD Attendance Days	ED Exhibitor Downloads	CD Collateral Downloads	LL Lead Licenses	VD Video Duration	10

Audience Acquisition

Financial Performance

Event Engagement

Sponsorship Performance

Program Optimization

Most Common KPIs

EAF Event Attendance Frequency	ESR Event Sponsorship Rate	ADPE Attendee Demographic Per Event	RPE/A ROI per Event/Attendee	EFR Event Family ROI	ER/CO Event Registration/Capacity Obtainment	ECR Event Cannibalism Rate	AEPC Average Engagement Profile Comparison	SCPL Sponsorship Cost per Lead	CPA/A Cost per Attendee/Account	EPU Events per User	RPL/P ROI per Location/Proximity	IVHP In-Person, Virtual, Hybrid Performance	ODP On-Demand Performance
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