





Event Impact Indicators

ABBREVIATIONS:

- Att – Attendee
- EO – Event Organiser
- SP – Service Provider
- S/E – Stallholder/Exhibitor
- SIA – Social Impact Assessment



Level of Analysis	Impact	Measured Variables	Sources of Information
Tier 1: Basic level analysis	Economic 	<ul style="list-style-type: none"> • Event expenditure • Event income • Event attendance • Event job creation • Media coverage (categories) – paid for and free media distinction 	<ul style="list-style-type: none"> • EO survey
	Social 	<ul style="list-style-type: none"> • Local community engagement – able to assess based on questions included in attendees' survey relevant to locals • Social and/or charity-related programmes 	<ul style="list-style-type: none"> • EO & Att survey • EO survey
	Environmental 	<ul style="list-style-type: none"> • Greening policy • Greening programmes 	<ul style="list-style-type: none"> • EO survey
	Governance 	<ul style="list-style-type: none"> • Organisational management • Organisational performance management • Independent financial audit 	<ul style="list-style-type: none"> • EO survey
Tier 2: Advanced level analysis	Economic 	<ul style="list-style-type: none"> • Number of temporary jobs created (for the event specifically) • Number of permanent jobs created (due to the event) • Use of local service providers – Response rate to specific questions in relation to local SP needs to be much larger for this to be done • Event attendee (spectators and participants) spending • Skills development programmes and opportunities • Skills development programmes and opportunities 	<ul style="list-style-type: none"> • EO, SP, S/E surveys • EO, SP, S/E surveys • EO, SP, S/E surveys • Att survey • EO, SP, S/E surveys • Economic data

Level of Analysis	Impact	Measured Variables	Sources of information
Tier 2: Advanced level analysis	Economic 	<ul style="list-style-type: none"> Impact on regional GDP – this can be ascertained by dividing the economic impact by the total regional GDP figure, however the impact is likely to be very small for most events Media analysis – value of paid vs. free media at various levels Tourists' perceptions of destination and event Increase in % or number of tourists Application of economic multiplier effect – able to ascertain from economic data from attendees' survey 	<ul style="list-style-type: none"> Economic data EO/ media agency Att survey Attendees survey Economic data from Att surveys
	Social 	<ul style="list-style-type: none"> Attendee demographic profile Satisfaction with event experience Type of social and/or charity-related programmes Cause/ charity-related programmes impact 	<ul style="list-style-type: none"> Att survey, EO - participant data Att survey, EO, SP, S/E & sponsor survey EO survey SIA of social charity programmes
	Environmental 	<ul style="list-style-type: none"> Adherence to greening practices Increased environmental awareness Event carbon footprint – not included in this phase of study 	<ul style="list-style-type: none"> EO, SP, S/E surveys Att survey Carbon footprint study
	Governance 	<ul style="list-style-type: none"> Strategy and systems Monitoring of performance against plans Audit systems (financial, organisational, supply chain, empowerment, environmental, social) Organisational risk assessment (see notes below) Stakeholder and member interest 	<ul style="list-style-type: none"> EO survey

NOTES:

- Governance Tier 1. - Basic level analysis
 - Organisational Management: Is there a clear organisational structure with identification of stakeholders and member interests? (mandates, delegations, and authorities?)
 - Organisational performance management: Is there a process map identifying and monitoring legal compliance? Includes organisational, financial, sustainable supply chain, empowerment, greening, conservation, environmental
- Governance Tier 2. - Advanced level analysis
 - Audited financial statements could be requested for Tier 2 analysis
 - Strategy and systems: does a strategic planning framework over the short and medium term exist? How often is it reviewed? Who has input into strategy formulation, implementation and monitoring? Does the strategy contain the organisational core values, goals and performance management indicators? How often are they reviewed?
 - Organisational risk assessments: Does it exist, is it monitored, reviewed and how regularly? Are plans in place to avoid, reduce and mitigate the impact of these risks? How often are they reviewed and incorporated into decision-making?
 - Stakeholder and member interest: Clear identification of members / stakeholders and incorporation into organisational processes. Provision of regular, accurate and timely disclosure of material matters regarding performance, risks and sustainability?
- Media Analysis Tier 2. - Advanced level analysis: There has to be a more in-depth approach to analysing media impact using standardised methodologies to permit comparisons. A separate framework to be developed with media indicators.