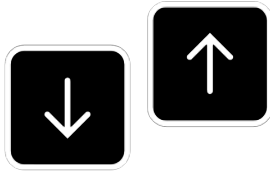


MEASURING SUCCESS



4. Audience retention

Spotting trends in drop-off rates within the duration of an online session. Do drop-off rates correlate to specific events in the online session?



5. Brand awareness

Analyzing increases in social media interactions, increased web searches, or direct traffic.



6. Feedback

Number and quality of responses in feedback. Consider using follow-up emails or feedback surveys after the session.

Net Promoter Score

Quantifying the results of your events can be conducted with a quick Net Promoter Score (NPS Score) survey where you ask learners to give a rating of 1-10:

- How likely would you recommend [online session] to a friend/colleague? (1-10)
- How likely are you to attend another event organized by us? (1-10)
- What would you like to see improved at our next event? (open answer)