

Insure Maximum Return for Your Organization's Meeting Investment

MeetingMetricsSM is a unique, self-administered, online software application for optimizing meeting effectiveness, measuring meeting results and demonstrating meeting value across the full spectrum of objectives including financial ROI.

- Professional and Effective – Developed Especially for Meeting Results Measurement
- Easy to Learn – Easy to Use

MeetingMetricsSM Delivers Key, Strategic Bottom-line Benefits for Organizations

- Proves the Value of Your Meeting
 - Drives Post-meeting Business Impacts and Bottom-line Results
 - Demonstrates Achievement of Strategic Objectives and your event's ROI
 - Produces High Impact, High Value Meetings
- Enables Design of More Successful Meetings
 - Optimizes Attendee Satisfaction
 - Builds Attitudes, Skills and Behavior that produce Post-meeting Results
 - Increases Meeting Attendance

Full-Spectrum of Meeting Measures - captures the psychological and behavioral effects of your meeting, business impacts with an optional Return on Investment (ROI) survey built-in

Proven Pre-meeting/Post-meeting Results Measurement Process - used successfully for decades to produce research-driven meeting results for major corporations in a variety of businesses.

Collection of Nine Specialized, Customizable Surveys Offer a Meeting Life-cycle Solution

Mobile-enabled online surveys - handy and convenient for participants

Used and Endorsed by MPI, PCMA, FICP, RTE and many leading corporations and associations

MeetingMetricsSM Makes It Easy

- Intuitive Point-and-Click Interface – ease of use praised by users
- Meeting Management Dashboard – real-time status information - access any function
- Comprehensive inventory of 1,000+ meeting measurement survey questions
- Automated administration of survey messaging with customizable templates
- Real-time Online Report Center – One-click summary reports and custom report builders to easily “slice and dice” survey data - Return-On-Event Reports prove meeting value to leaders
- Share reports by email and print PDFs – save in PowerPoint and Word
- Streamlines the process of producing professional meeting measurement results

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