



### **What is ROI?**

Evaluating return on investment (ROI) helps you and your boss answer the question, “Was it worth it?” Was the money invested in conference registration, airfare, hotel accommodation, meals and other expenses worth what you learned at the conference and were able to implement on the job?

In the financial world, ROI is defined as the net earning that is made on an investment. When translated into the realm of meetings and events,

$$\text{Attendee ROI} = \frac{\text{Conference benefits (\$)} - \text{Conference costs (\$)}}{\text{Conference costs}} * 100$$

For example, if the attendee ROI of NEHA’s 2010 AEC & Exhibition is 80%, this means that for every \$1 you invest to attend NEHA’s 2010 AEC & Exhibition, you will obtain \$1.80 back in terms of cost savings and/or revenue enhancements that you can now implement back home on the job.