epochx



The ELG Scorecard

Set a goal with sales before the invitations go out. Track what happens at each stage, then use the results to decide whether to repeat, change, or pause the event.

Before you send invitations

Event

Date

What would a useful next step look like?

What should this event achieve?

- [ ] Create new opportunities
- [ ] Advance existing deals
- [ ] Develop customer relationships

Relationship events: swap rows 03 and 05 for measures that fit that goal.

Total event budget

Count the same costs every time so events compare fairly.

Which accounts and people do you want there?

These are your priority guests: the people you most want to attend.

Event lead

Sales owner

STAGE	WHAT TO TRACK	WHEN TO CHECK	TARGET	RESULT
01 Build the list	Invitees who fit your target audience (%) Check both the company and the person's role.	Before sending invitations		
02 Send the invite	Priority guests who have received an invitation (%)	Before your invitation deadline		
03 Host the room	Priority attendees who agreed to a next step (%) For example, a meeting or an introduction.	At the post-event debrief		
04 Follow up	Promised follow-ups completed on time (%)	On each follow-up deadline		
05 Trace it to pipeline	New opportunities linked to the event (#) Existing deals that moved forward (#) Record these separately. Agree with sales on what counts. Attendance alone doesn't establish the event's contribution. What changed at the account? _____ Review again on _____	On your chosen review dates	NEW MOVED	NEW MOVED ☐ Too early to assess

Decide what happens next

Complete after the event. Revisit when you review pipeline.

Decision

- [ ] Repeat
- [ ] Change
- [ ] Pause
- [ ] Review again later

What happened that supports this decision?

What will you change next time?

Owner

By when