A group of children raising their hands

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**The Ultimate GovCon Event Evaluation Tool:   
Maximize Your BD Strategy**

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# **Introduction**

Welcome to "The Ultimate GovCon Event Evaluation Tool: Maximize Your BD Strategy," your essential guide to navigating the vibrant yet intricate world of government contracting events. In the realm of GovCon Business Development, understanding which events to attend, invest in, and prepare for can be the difference between merely participating and truly capitalizing on each gathering.

This document is more than a tool; it's a strategic ally, meticulously designed to streamline your decision-making process. It assists you in evaluating potential events against a set of comprehensive, thought-provoking criteria, ensuring every event you attend aligns perfectly with your BD objectives.

From assessing the presence of your target audience and the relevance of the event content to your industry, to weighing the potential ROI based on both tangible leads and intangible benefits such as brand exposure and networking opportunities—this guide has got you covered.

With "The Ultimate GovCon Event Evaluation Tool," transform the way you perceive, choose, and attend GovCon events. Get ready to maximize your BD strategy, one event at a time.

**Determining Event ROI**

**Target Audience Presence** is the most crucial factor in considering event attendance ROI. Of course, you may choose an event for educational purposes to learn about your industry; however, from a business development perspective you want to connect with customers and get leads or nurture existing customer relationships for better customer retention and/or increased business. Typically, one high quality lead from an event is enough to consider attendance successful.

While leads are typically considered the most important event attendance objective, here are a few other benefits that are more difficult to quantify in terms of ROI:

* Brand exposure and enhanced brand image
* Networking and relationship building
* Market intelligence gathered
* Customer feedback and insights

**How Many Events Should I Attend?**

How many events you attend depends on your budget and your growth goals, but if you are in growth mode, we suggest no less than one event per month. Aim to sponsor 1-2 events per year at a level that’s within your budget and try to get panel speaking spots for your corporate leaders as often as possible. If your company has aggressive growth targets, increase these suggestions 2x, and make sure that you are actively posting about the events you are attending on LinkedIn.

**Getting Event Budget Approval**

Complete the event evaluation form below and it will be obvious whether attending an event is a worthwhile investment with a likely ROI. You can use this format to make the case for internal budget approval.

# **Event Evaluation Tool**

**Name of Event:** <<Insert>>  
**Event Date:** <<Insert>>  
**Event Cost:** <<Insert>>  
**Travel Cost (if applicable):** <<Insert>>

|  |  |
| --- | --- |
| **Evaluation Area** | **Alignment Notes** |
| **Event Objectives Alignment** | |
| Does the event's theme align with your company's services or products? | Yes/No, how? |
| Will the event help in achieving your specific BD goals (e.g., networking, education, brand visibility)? | Yes/No, how? |
| **Target Audience Presence\*** | |
| Are your potential clients or key decision-makers in your industry attending? (such as the specific agency departments you have targeted to work with) | Yes/No, who? |
| Is the event tailored to a demographic that aligns with your buyer persona? | Yes/No, what demographic? |
| **Networking Opportunities** | |
| Will there be opportunities for one-on-one interactions with potential clients (such as government buyers and/or Prime contractors)? | Yes/No |
| Are there structured networking sessions, roundtables, or social events? | Yes/No |
| **Speaker and Content Relevance** | |
| Are the topics on the agenda relevant to your industry and areas of expertise? | Yes/No, what areas? (i.e., GovCon cybersecurity, CMMC compliance, etc.) |
| Are industry leaders or subject matter experts speaking? | Yes/No, who? |
| **Sponsorship and Exhibition Opportunities (if considering sponsorship)** | |
| Are there opportunities to sponsor or exhibit, and what is the expected ROI on these? | Yes/No |
| Does the level of visibility justify the investment? | Yes/No |
| **Competitor Analysis** | |
| Are your competitors attending, sponsoring, or speaking at the event? | Yes/No, who? |
| Can you gain competitive intelligence or differentiate your brand effectively? | Yes/No |
| **Location and Timing** | |
| Is the location accessible and suitable for your team and potential clients? | Yes/No |
| Does the timing of the event clash with other important industry events or internal milestones? | Yes/No |
| **Budget Considerations** |  |
| Are the costs of attending (travel, accommodation, tickets, potential sponsorship) within your budget? | Yes/No |
| Is the potential ROI worth the investment? (Note: if both answers to Target Audience Presence are a yes, this is also likely a yes.) | Yes/No |
| **Past Success and Reputation** |  |
| Has the event been successful in the past? | Yes/No, how do you know? |
| What’s the feedback from previous attendees and your industry peers? |  |
| **Follow-Up Potential** |  |
| Will the event provide a list of attendees or other ways to follow up with leads post-event? | Yes/No, what is provided? |
| Do you have the capacity to follow up effectively with the contacts made during the event? | Yes/No |
| **Other Considerations** | |
| Add your own considerations as needed |  |
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*\*Note: For target audience presence, make sure to check the event sales page for confirmed government attendees; however, also remember to check your government customers (or would-be customers) on LinkedIn to see if they’ve announced attendance. You can also consider reaching out to them directly to ask!*

# **Book a Call**

Need help with your events strategy? Not sure where to find the best events to evaluate? [Book a call](https://calendly.com/oriannanienan) and let us know how we can help!