Events Criteria Worksheet

The following list of questions to help narrow the selection of new events for start-up and growing events divisions.

1. Expos or banquets – Is your company the dominant B2C media?

Is there a local business franchise and/or a capital city area?

1. What current events at the company are losing money that could be turned to break even or profit centers? Are their events in the market that could be partners?
2. What is the strength in terms of number of current advertisers, audiences, editorial support?
3. What franchises is your media strategically targeting?
4. What are the core passions, strengths and/or aspirations of the city or region?
5. What is the depth/# of businesses in the event category selected?
6. How strong is the ROI for the business categories (size of business & potential sale, wealth of audience)?
7. Are major sponsors interested?
8. Is there commitment from the top and the team?

1.