

Turn Every Event Into a Revenue Signal

Event intelligence improving margins, conversion, and decision-making

Event data is modeled differently for every program, revenue is tracked without attribution to attendee behavior, and manual post-event reporting can't scale. Leaders can't compare performance, pricing decisions lack evidence, and cross-sell into education is missed.

What's holding you back

- Event data modeled differently every time
- Revenue tracked without attribution
- Manual reporting can't scale
- No linkage between events and member lifecycle
- Insights delivered after decisions made

What success looks like

- › Consistent event profitability reporting
- › Clear visibility into revenue drivers
- › Optimized pricing tied to demand signals
- › Improved conversion into education
- › Reporting cycles reduced from weeks to hours

How evolV helps



Standardizes event and education data models with automated ingestion and transformation



Implements clear revenue attribution logic linking attendee behavior to outcomes



Delivers executive scorecards tied to profitability with fast feedback cycles

Why evolV?

- **Event and education** revenue optimization expertise
- **Proven** pricing and profitability frameworks
- **Automated reporting** reducing manual cycles
- **Experience** aligning events, education, and finance teams