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Presse release

WE NOW MEASURE THE IMPACT OF EVENTS!

LÉVÉNEMENT AND NIELSEN HAVE DEVELOPED THE FIRST GLOBAL VALUATION TOOL FOR EVENTS : THE EVENT IMPACT SCORE ©.

A MAJOR INNOVATION WITHIN THE EVENTS INDUSTRY

With the objective of better measuring the efficiency of events in mind, NIELSEN (global information, data and measurement company) and LÉVÉNEMENT (association that represents major French events agencies) have partnered to go a step beyond and to create the first global valuation tool for events : the EVENT IMPACT SCORE ®.

The event industry is worth several billions each year no matter what country we live in. It has become crucial to measure and to quantify the impact of events, so that corporate decision makers can see the associated benefits.

To do so, NIELSEN has leveraged its expertise in media and consumption market research to make this new tool the most efficient on the market :

- Applicable to any kind of event (depending on size of event and type of audience – B2B, B2C, internal corporate event)
- Based on 3 measurement blocks (audience perception, digital resonance, media exposure valuation)
- With the ultimate objective to transform detailed results into one single “score” in order to compare events to each other

“We wanted to give the industry a credible tool that would allow to measure the value of event and to translate it into metrics. In this way, top management will better understand what events can bring to their communication strategy” said Arnaud PEYROLES and Thomas DELOUBRIERE, VPs and administrators of LÉVÉNEMENT, who have launched the project along with NIELSEN.

“The need expressed by LÉVÉNEMENT to have a measurement tool to seize the efficiency of any kind of event shows that communication and marketing department are under transformation. This transformation puts data and insights at the heart of corporate decision making” explain Raphaël PROUL, Media Business Unit France Director at Nielsen, and Pierre-Emmanuel DAVIN, Managing Director France at Nielsen Sports & Entertainment.

Technical specifications

The EVENT IMPACT SCORE ®

- Measures the impact of a given event for the event itself or for a partnering brand
- Captures the 3 key dimensions of an event: audience perception, digital resonance, media exposure valuation
- Can be applicable to any kind of event (depending on size of event and type of audience – B2B, B2C, internal corporate event)
- Will allow to compare events to each other in order to assess their respective performance

| ÉVÉNEMENT | SCORE |
|------------------------------|----------------|
| 1 IMPACT SUR LES EXPOSÉS | / X |
| 2 RÉSONANCE DIGITALE | / Y |
| 3 VALORISATION | / Z |
| TOTAL | / X+Y+Z |
| RATIO DE PONDÉRATION* | % |
| EVENT IMPACT SCORE | SCORE |

Price sheet: depending on characteristics of your event – upon request. Please contact julien.istace@nielsen.com

About LÉVÉNEMENT

LÉVÉNEMENT is the event communication association. It brings together 65 event communication agencies. Among its main tasks: – Providing answers to the issues of the industry – Speaking in a single voice – Affirming the added value of our profession – Defending our shared interests – Promoting French know-how – Pooling resources based on the most important shared interests – Bringing together all industry stakeholders (agencies, clients, partners, institutional players...) – Achieving a stronger link between clients and agencies - Developing good practices shared by all, to permanently improve the efficiency of our collaborations.

LÉVÉNEMENT also oversees *Le Club des Partenaires de LÉVÉNEMENT*, a network of event service providers, is partner of LÉCOLE – The Event Thinking School.

LÉVÉNEMENT, together with Viparis, Novelty/Magnum and Weyou, has become the founding partner of **FRENCH EVENT BOOSTER**, the first French innovation platform of the event industry, launched on the 20th of March, 2018.

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About NIELSEN

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population.

Nielsen Sports & Entertainment, part of Nielsen, is the global leader and independent trusted advisor in sports and entertainment intelligence and measurement. Combining solutions from sponsorship effectiveness to fan data capabilities with Nielsen's understanding of consumer behavior and media consumption means Nielsen Sports & Entertainment is uniquely positioned to help businesses maximize their commercial success.

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