



## **MONICA MYHILL, CMP**

Monica Myhill, CMP, serves as President of Meeting Returns, an organization partnering with the ROI Institute, Inc. to provide return on investment (ROI) impact and evaluation studies for meetings and events through the use of the ROI Methodology™ developed by Dr. Jack J. Phillips.

Monica is well known as a meeting industry ROI and evaluation consultant, industry speaker and author. She has over twelve years' experience in developing, marketing, managing and evaluating education programs, conferences and special events in North America and Europe. She served as a contributor and editor to [\*Proving the Value of Meetings and Events: How and Why to Measure ROI\*](#), an evaluation and measurement case study book released in January 2007 by the ROI Institute and Meeting Professionals International.

Monica holds a Master of Arts degree in teaching from George Washington University, Washington, DC and a Bachelor of Arts degree in museum studies from Baylor University, Waco, Texas. She resides in Highlands Ranch, Colorado with her husband, daughter, son and three dogs.

## **Webinar Topics:**

**Creating a Road Map and Success Meter through Meeting Objectives**

Meeting objectives serve as a road map to planning and delivering a successful meeting. Yet before objectives can be created, you need key information from and about your key stakeholders. Learn what information to gather and how to create measurable meeting objectives that will later serve as a means to measure the success of your meeting.

### **Bottomline on ROI for Meetings and Events**

Are your meetings and events providing an ROI to your organization, attendees, exhibitors, sponsors or other key stakeholders? How can you be sure? What are you doing to track, measure and report this ROI? Identify a proven ROI Methodology that can be used to determine the business impact and ROI of your meetings and events.

### **Measuring and Evaluating Meetings and Events**

What are you currently doing to evaluate your meetings and events? Are you collecting the right data needed to determine the value of the meeting? Many meeting professionals collect only reaction and satisfaction data which fails to address whether attendees acquired new knowledge, skills or beliefs – much less what the attendees did back at the workplace after the meeting. This session will provide you with the basics of evaluation and will help you to measure the results of your meetings and events.