FUTURE WORLD FORUM

SEPTEMBER 14, 2025 · MANHATTAN CENTER, NEW YORK · IN-PERSON EVENT

POST-EVENT REPORT

Shaping the Future: The Impact of AI on the Workforce

860	703	+42	$18,140
REGISTERED	CHECKED IN	NPS	PROFIT

Report date: October 5, 2025

SAMPLE DATA FOR DEMONSTRATION

Powered by Eventtia

EXECUTIVE SUMMARY

A successful event with almost no safety margin

703
attendees checked in
81.7% of 860 registered

+42
Net Promoter Score
Satisfaction 4.3 out of 5

$18,140
profit
9.5% return on $190,900 of costs

4 of 6
goals met
Missed: registrations and profit

The audience came and liked it.

We filled 86% of capacity, 82% of registered people checked in, and attendees gave the event an NPS of +42.

The money is fragile.

Profit is $18,140, and 39.5% of revenue comes from 6 sponsors. If the Gold sponsor does not return, the same event loses $11,860.

The fixes are mostly cheap.

Most of the eight actions on page 12 cost little or nothing: better catering orders, earlier doors, a split workshop, a shorter exhibition and an early-bird price.

BIGGEST WIN

The conference reached 87% of attendees and scored 4.6 out of 5.

BIGGEST RISK

One sponsor, $30,000, decides profit or loss.

BIGGEST QUICK FIX

Order coffee and snacks for 82% of registrations: about $1,900 saved (estimate).

GOALS VS. RESULTS

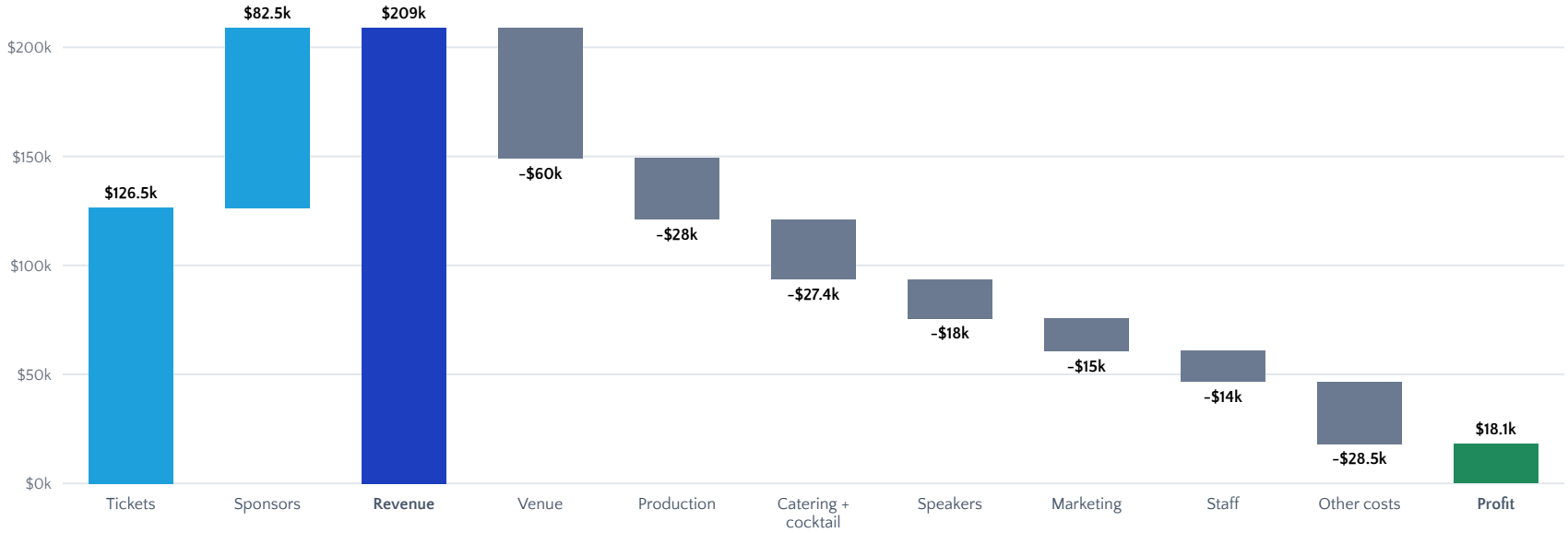
4 of 6 goals met. Registrations and profit fell short

GOAL	TARGET	RESULT	STATUS
Registrations	900	**860**	✕ Missed by 4%
Attendance rate	80%	**81.7%**	✓ Met
Profit	$20,000	**$18,140**	✕ Missed by 9%
Attendee satisfaction	4.0 out of 5	**4.3 out of 5**	✓ Met
Net Promoter Score	+40	**+42**	✓ Met
Sponsors signed	6	**6**	✓ Met

Attendance, satisfaction, NPS and sponsor goals were met. Registrations fell 40 short of the target, and profit was $1,860 below the goal.

FINANCIAL RESULT

Profit of $18,140 on $209,040 of revenue

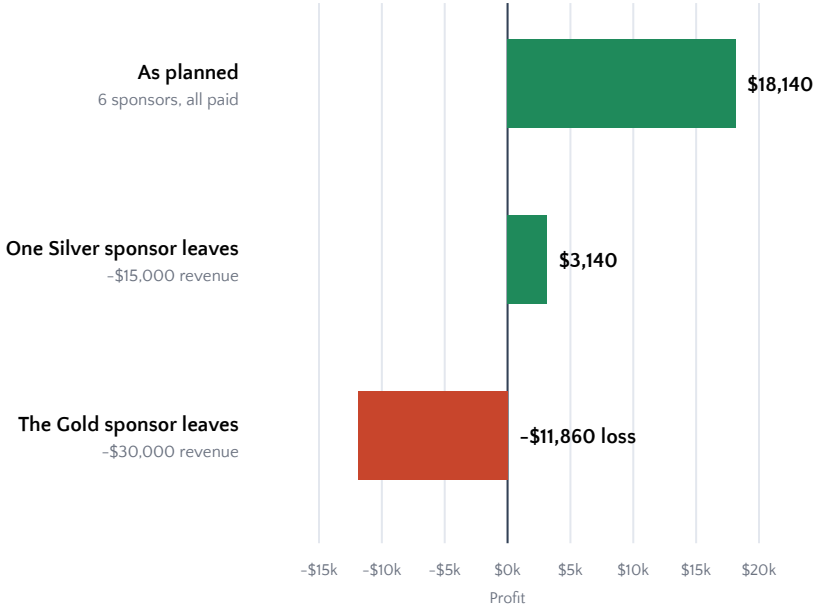


Revenue source · Total revenue · Cost · Profit

Tickets $126,540 (60.5%) · Sponsors $82,500 (39.5%) · Costs $190,900 · ROI 9.5%

FINANCIAL RISK

The Gold sponsor alone decides profit or loss



WHAT THIS MEANS

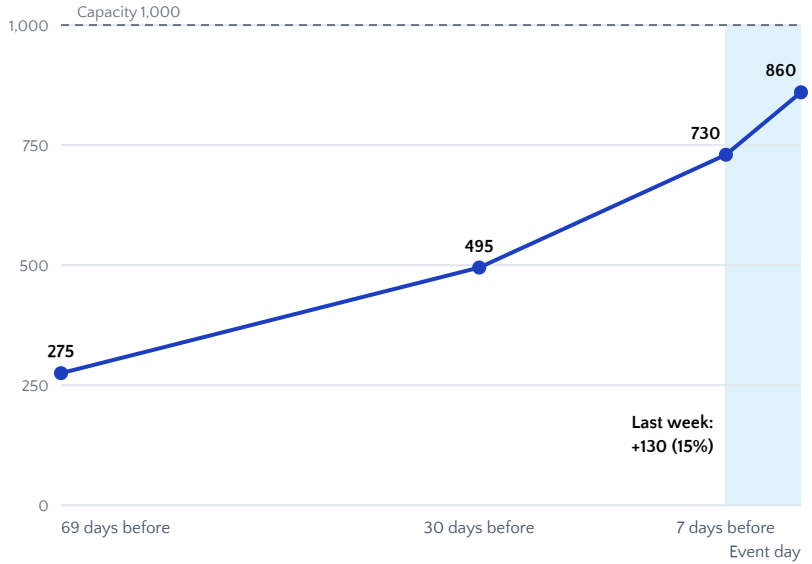
- Sponsors bring **$82,500**, or 39.5% of revenue.
- The Gold sponsor pays **$30,000**, more than the profit.
- About **101 fewer Standard tickets** would also wipe out the profit.
- Unused catering and cocktail places cost **$5,645**, or 31% of the profit (page 7).

NEXT TIME Spread the risk with 1 or 2 more sponsors, or a $5,000 tier.

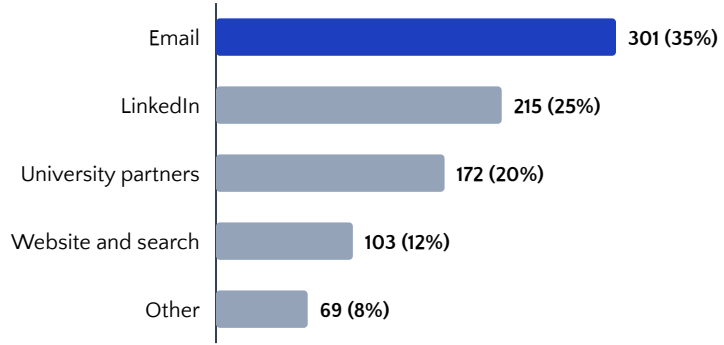
REGISTRATIONS

860 registrations, 86% of capacity, 15% in the last week

CUMULATIVE REGISTRATIONS



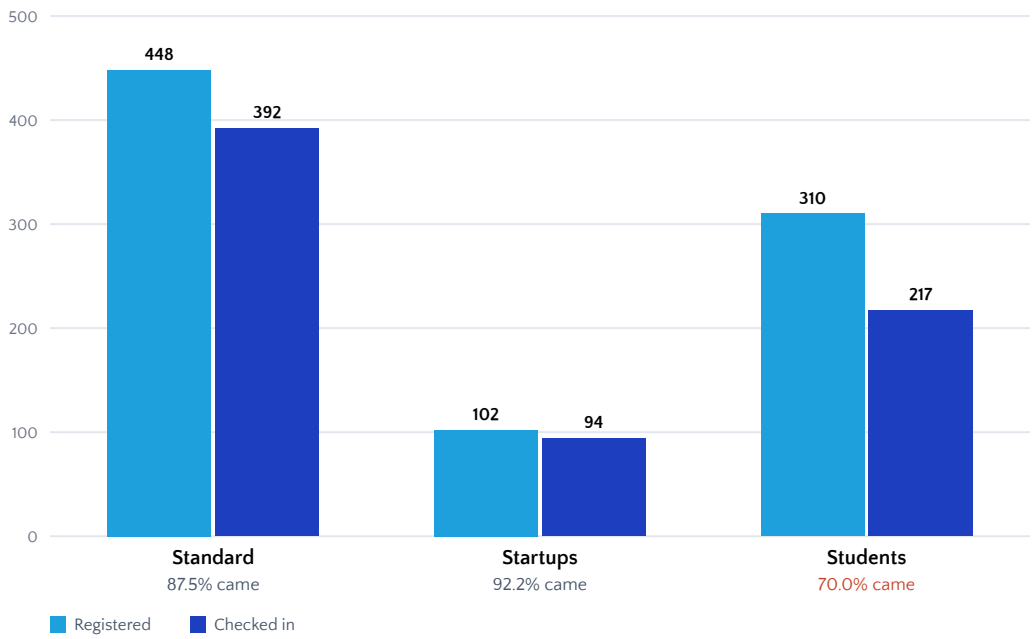
REGISTRATIONS BY CHANNEL



NEXT TIME Add an early-bird price 60 days out, and keep email as the main channel.

ATTENDANCE

Students had the lowest attendance rate and most of the no-shows



157 no-shows in total (18.3%)

93 of them were students on free passes

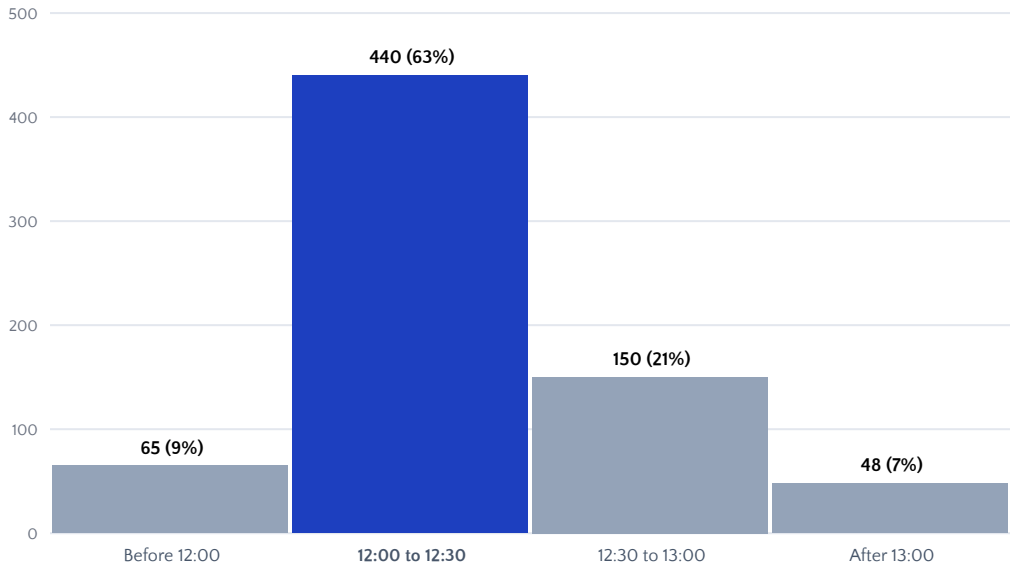
- Standard had the most registrations (448). Paying passes checked in at 87.5% (Standard) and 92.2% (Startups).
- Coffee and snacks were ordered for 800 people; 703 checked in. **97 portions were unused ($1,940).**
- The cocktail was paid for 120 places, for 102 eligible Startup guests. **39 places were unused ($3,705):** 18 ordered above the eligible guests, 8 eligible guests did not come, 13 came but skipped the cocktail.

NEXT TIME Order coffee and snacks for 82% of registrations, order cocktail places for eligible guests only, and remind students 48 hours before.

CHECK-IN

63% of attendees checked in during the same 30 minutes

CHECK-INS AT THE MAIN ENTRANCE (703 ATTENDEES)



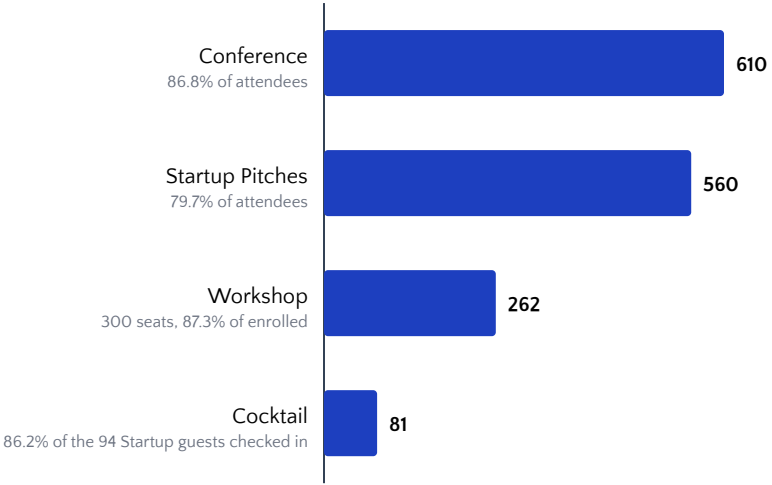
- **440 people** checked in between 12:00 and 12:30, while the first session started at 12:30.
- "Long queue at check-in" was the **top complaint** in the attendee survey (page 10).
- Only 9% checked in before 12:00. The scan peak is consistent with the queue complaint in the survey.

> **NEXT TIME** Open doors at 11:30, add one check-in lane, and send a "beat the queue" reminder on the day.

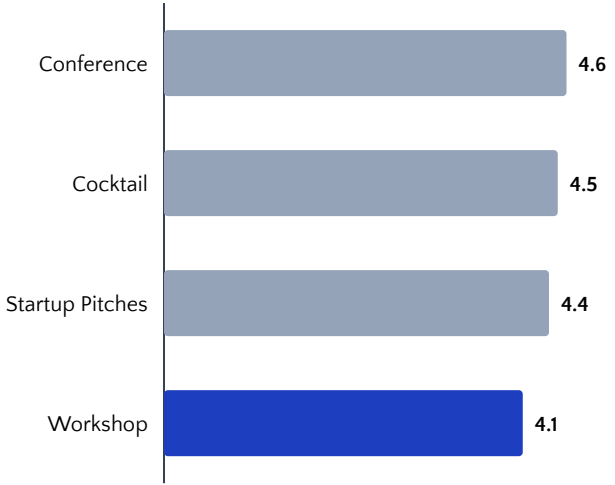
PROGRAM

The conference won. The workshop filled up but scored lowest

ATTENDANCE PER SESSION



ATTENDEE SCORE, OUT OF 5



NEXT TIME Run the workshop twice for 150 people in a smaller room. On the Main Stage, it did not feel interactive.

ATTENDEE FEEDBACK

Attendees gave 4.3 out of 5, with three clear complaints

4.3
satisfaction, out of 5

+42
NPS

68%
would attend again

NET PROMOTER SCORE BREAKDOWN



Promoters 55% | Passives 32% | Detractors 13%

281 answers from 703 attendees (40% response rate). Survey sent by email through Eventtia.

TOP 3 COMPLAINTS

1. **Check-in queue at 12:00.** Consistent with the check-in peak on page 8.
2. **The 2.5-hour exhibition block felt too long.** Sponsors said the same thing (page 11).
3. **The workshop was not interactive.** 262 people checked in, with 300 enrolled, on the Main Stage.

TOP 3 POSITIVES

- The conference "Homo sapiens vs ChatGPT"
- The startup pitches
- Networking at the cocktail

SPONSORS

Sponsors gave 4.2 out of 5, and 4 of 5 would return

6
sponsors
1 Gold, 2 Silver, 3 Bronze

$82,500
sponsor revenue
39.5% of total revenue

4.2
satisfaction, out of 5
5 of 6 sponsors answered

520
booth conversations
Reported by sponsors

WHAT WORKED

- 4 of 5 answering sponsors want to return next year.
- Visibility next to the startup exhibition.

WHAT TO FIX

- Traffic in the pavilion dropped after 16:00.
- The exhibition block ran 2.5 hours with no session to bring people back.

NEXT TIME Cut the block to 1.5 hours, and confirm the Gold sponsor early.

SPONSOR REVENUE BY TIER



NEXT EDITION

8 actions for the next edition, ranked by impact

#	ACTION	EXPECTED IMPACT	OWNER
1	**Sign 1 or 2 more sponsors, or add a $5,000 tier**	Reduces dependence on the Gold sponsor	Partnerships
2	**Order coffee and snacks for 82% of registrations**	Saves about $1,900 (estimate)	Operations
3	**Remind students 48 hours before, or ask for a small refundable deposit**	Cuts the 93 student no-shows	Marketing
4	**Open doors at 11:30 and add one check-in lane**	Ends the 12:00 queue	Operations
5	**Run the workshop twice, for 150 people, in a smaller room**	Raises the lowest session score	Program
6	**Cut the exhibition block from 2.5 to 1.5 hours**	Fixes the main sponsor complaint	Program
7	**Add an early-bird price 60 days before the event**	Spreads out the late rush	Marketing
8	**Promote the Startups pass earlier and name the cocktail in it**	Increases Startup-pass registrations	Marketing

Saving is an estimate at the same unit cost: coffee and snacks at $20 per person, about 705 ordered instead of 800.

APPENDIX A

Revenue and cost details

REVENUE	AMOUNT
Standard tickets (448 × $180)	**$80,640**
Startups tickets (102 × $450)	**$45,900**
Students (310, free)	**$0**
Gold sponsor (1 × $30,000)	**$30,000**
Silver sponsors (2 × $15,000)	**$30,000**
Bronze sponsors (3 × $7,500)	**$22,500**
Total revenue	**$209,040**
Profit	**$18,140**
ROI (profit ÷ costs)	**9.5%**
Revenue per attendee	**$297**
Cost per attendee	**$272**

COSTS	AMOUNT
Venue	**$60,000**
Audio, video and stage	**$28,000**
Speakers: fees and travel	**$18,000**
Coffee and snacks (800 × $20)	**$16,000**
Marketing	**$15,000**
Staff and security	**$14,000**
Cocktail (120 × $95)	**$11,400**
Startup contest prize	**$10,000**
Event technology	**$6,000**
Badges, printing and signs	**$5,500**
Unplanned costs	**$4,000**
Insurance	**$3,000**
Total costs	**$190,900**

APPENDIX B

Data sources and method

SOURCE	DATA USED IN THIS REPORT
Eventtia platform	Registrations by pass, recorded ticket payments, check-ins and check-in times, workshop enrollment, attendance per session (checkpoints: main entrance, pitches, workshop, conference, cocktail)
Eventtia surveys	Attendee survey (281 answers) and sponsor survey (5 answers), sent by email after the event
Organizer files	Costs, sponsor contracts, marketing channel tracking, goals set before the event

Attendance rate = attendees checked in ÷ registrations. **No-show** = registered but never checked in. **ROI** = profit ÷ costs. **NPS** = % promoters minus % detractors. Check-in times show when people were scanned, not when they arrived. Savings are estimates.

> This report uses fictional sample data, created to show what a post-event report can look like. Future World Forum is a demonstration event held on September 14, 2025 for this example. Powered by Eventtia.