

The ROI Report, Explained

What it is

After a speaking engagement, everyone asks the same question: how did it land?

The ROI report is SpeakerPacket's answer, in writing. It is one document per event, built from what actually happened in the room: confirmed attendance, what the audience said while they were still in their seats, what they plan to do differently, and the planner's own verdict. It goes to the planner and the booking bureau, and the speaker sees exactly what went out. No surprises, on any side.

How it works

Before the event. The speaker creates the event in SpeakerPacket. A feedback QR code is generated for that event automatically. It goes on the closing slide, a table card, or the program.

In the room. When the session ends, the audience scans the code and answers three short questions in about 20 seconds. They can write what landed, record a short voice testimonial, or both. No sign in, no app to install. The feedback window closes a few hours after the session ends, and that closing time matters, as you will see below.

After the event. The planner confirms the real attendance and answers a few short questions of their own: did the session meet the goal, what would they change, would they book this speaker again. SpeakerPacket assembles the report. The speaker approves which testimonials appear, word for word as the audience wrote or said them. Then the report is sent to the planner and the bureau, only on the speaker's word. The verified engagement and its confirmed audience are added to the speaker's public record.

What is in it

- The event facts: speaker, session, date, venue, registered attendance, and the attendance the planner confirmed
- The verified status line, checkable against the speaker's public SP Verified record
- The audience feedback from inside the window: how many responded, what landed most, and what attendees committed to do differently
- Attendee quotes, verbatim, approved by the speaker, never edited
- The planner's own answers and rebook signal, reflected back
- For a bureau, the speaker's track record across that bureau's own placements

- For the speaker, everything: the full inbox, the late responses labeled late, the response pattern as plain data, and exact copies of what was sent

Three copies, one set of facts

A planner, a bureau, and a speaker decide different things after an event, so each copy is shaped for its reader. The planner's copy leads with the planner's own words and is written to be lifted into a board recap. The bureau's copy adds placement context and the speaker's track record with that bureau, so the next pitch starts from proof. The speaker's copy shows the whole inbox and exactly what went out.

What never differs is the facts. Attendance, response counts, themes, and quotes are identical in every copy. A verification company keeps one set of books.

What is not in it, and why

This list is the product, as much as the one above it.

- **No star ratings, no grades, no scores.** A grade can be gamed, a star cannot be defended in a board meeting, and a score says nothing about what actually landed. Counts, words, and confirmed facts do the job honestly.
- **No late feedback in the planner or bureau copies.** Responses that arrive after the window closes are real, and the speaker sees them, labeled late. But the planner paid for the voice of the room, so the planner's report contains only the voice of the room. This is also what stops a speaker from collecting kind words from friends after a rough night and passing them off as the audience. The timing is printed on the data, and late words never travel.
- **No edited quotes.** Speaker approval decides whether a quote runs, never what it says. Verbatim means verbatim.
- **No rankings and no other speakers' data.** A report is about one event. It is never a leaderboard.
- **No planner confidences in the bureau copy.** A planner's private internal notes stay in the planner's copy only.
- **No pricing of any kind.** Money never appears in a verification document.

Try SP Verified now

Do not take our word for it. Scan it and be the audience.

The QR code below opens the feedback page for a sample event. It is an example, labeled as one, and nothing you submit touches a real record. Run it the way an audience member would: allow the microphone when the card asks, record a few seconds, play it back, delete it and record again if you like, then accept the take you want to keep. Written feedback sits right alongside, and the personal suggestion field is optional, never required. The whole pass takes about a minute, and it is the exact flow your audience gets.

[QR CODE IMAGE AND FEEDBACK LINK PLACEHOLDER: the demo QR for the ACME example event goes here, with the plain feedback link printed under it for desktop readers. The QR and the demo event are created in the site build.]

How to read one

Four labels do most of the work:

- **From the room** means the response arrived inside the feedback window, while the event was still fresh. Only these responses appear in planner and bureau copies.
- **Late** means the response arrived after the window closed. Late responses appear only in the speaker's copy, always labeled.
- **Planner-confirmed** means the counterparty checked the number. Attendance in a report is the planner's confirmed count, not the speaker's estimate and not the registration list.
- **Verbatim** means the words are the attendee's own, unedited. If a quote is in the report, it ran exactly as written.

Decisions this powers

If you plan events: you can defend the spend with confirmed attendance and the audience's own words, decide on a rebook from your own stated goal and signal, and compare next year's event against this year's on facts instead of memory.

If you run a bureau: you can re-pitch a speaker with proof instead of adjectives, protect the client relationship by showing the client a report before they ask for one, and hold fee confidence because the outcome is documented, not described.

If you speak: you can see what actually landed and adjust the talk, approve testimonials while the event is fresh, and grow a verified record that any planner can check without taking your word for anything.

See it for yourself

Three sample reports, one for each reader, are linked from this page. Same event, same numbers, three copies. They are samples, labeled as such, with invented names and figures, and they show the format exactly as a real event produces it.

Feedback is color. Verification is fact. The ROI report keeps the two in their places, and that is why it can be trusted.

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