

EXAMPLE: SAMPLE REPORT

This is a sample. The speaker, the event, the organizations, and every number in it are invented to show the format. Real ROI reports carry the same sections with real event data.

Event ROI Report: Planner Copy

Prepared for: Megan Torres, Director of Education, Prairie States Hospital Association **Prepared by:** SpeakerPacket, from event data collected in the room and confirmed by you

The event

Speaker	Dana Whitfield
Session	Leading Through Change: What High-Performing Teams Do Differently (60-minute opening keynote)
Event	Prairie States Healthcare Leadership Summit, annual conference of the Prairie States Hospital Association
Date	Thursday, October 15, 2026
Venue	Riverbend Convention Center, Des Moines, Iowa
Registered	412
In the room	386 (confirmed by you after the event)
Contract audience figure	400

Verified status: SP Verified engagement. Status: Active. This engagement is verified against the signed contract and confirmed by you, the planner. Anyone can check its current status on the speaker's public SP Verified record at any time.

In your words

You set the goal for this session, so your words headline this report.

"Our goal was energy in the room and one tool people would actually use on Monday. We got both. The huddle framework is already in the post-conference toolkit we emailed attendees."

What you told us after the event:

- **Did the session meet the goal?** "Yes. The huddle framework is already in the post-conference toolkit we emailed attendees."
- **Anything you would change?** "Only the clock. Sixty minutes was tight. I would give her 75 and add a breakout next time."
- **Your rebook signal:** "Yes. I am taking a proposal to our board for the February 2027 winter managers retreat. Same speaker, longer session."

From the room

Audience feedback was collected by QR code in the room. The window closed 4 hours after the session ended. Only responses from inside that window appear in this report.

- **187 responses from the room**, out of 386 attendees (48%)
- Responses were anonymous. Attendees answered three short questions.

What landed most (attendees could name more than one):

- Permission to reset the priority list: mentioned 74 times
- The three-question Monday huddle: mentioned 61 times
- One personal goal, said out loud: mentioned 43 times

What attendees committed to do differently next week (171 answered):

- Open the Monday huddle with the three questions: 58
- Schedule a one-on-one they have been putting off: 47
- Put a personal goal on the team board: 39
- Something else, written in their own words: 27

What attendees said

These quotes are verbatim. The speaker approved them for this report, and approval never edits a word.

"I came in expecting another leadership talk. I left with a plan for my team and, honestly, one for myself." - Nurse manager, attendee

"The three huddle questions alone were worth the trip. We start them Monday." - Director of patient experience, attendee

"Our whole table was still talking about it at lunch. That never happens after a keynote." - Clinic administrator, attendee

"Practical, funny, and no fluff. This is the first keynote our group has asked to have back." - VP of operations, attendee

For your recap

Written so you can lift it into your own board or committee summary:

The opening keynote drew 386 of 412 registered attendees. Of the people in the room, 48% answered the in-room feedback request. The framework from the session is already in the attendee toolkit, and 171 attendees named a specific action they will take next week because of the session. The speaker's engagement is SP Verified against the signed contract, and the attendance figure in this report was confirmed by our own team, not supplied by the speaker.

Private to this copy

Your private planning note appears only here. It is never shared with the bureau or the speaker.

"Our board asked hard questions about speaker fees this year. This report is what I am bringing to the November meeting."

What is not in this report, on purpose

- **No star ratings, no grades, no scores.** A grade can be gamed and a star cannot be defended in a board meeting. Counts, words, and confirmed facts can.
- **No late feedback.** 27 responses arrived after the window closed. They exist in the speaker's own copy, labeled late. Yours contains only the voice of the room.
- **No edited quotes.** Verbatim means verbatim.
- **No other speakers, no rankings.** This report is about your event only.

The verified record

Attendance counted toward the speaker's verified record: **386** (planner-confirmed actual; the contract figure was 400). This engagement is now part of the speaker's public verified record.

Delivery: Assembled October 17, 2026. Testimonials approved by the speaker October 19, 2026. Sent to you on October 20, 2026, at the speaker's direction. The speaker received an exact copy of this report and of the bureau copy. No surprises, on either side.