

IT'S ALL FUN & GAMES (AND MASSIVE ROI)

**Build trust. Reward success.
Boost productivity. It's what
we do, and we've been doing
it for businesses just like
yours for decades.**

If you already run an incentive program, we can show you how to get more bang for your buck.

If you haven't before, we're going to show you how a little investment can lead to a lot of growth.

But talk is cheap, so let us show you...

CASE STUDY 2

Professional Services Company

A boutique planning and consulting organization with a handful of high-profile clients was doing hundreds of small (\$5k) to large (\$2m) programs a year. They were still growing their client base and looking for a way to leverage the great loyalty they experience from their existing. Another obstacle, they did not like the ambiguity of social media and pay per viewer advertising. They wanted something with an immediate tangible return, a cost-effective solution that could be measured down to the EBITDA level.

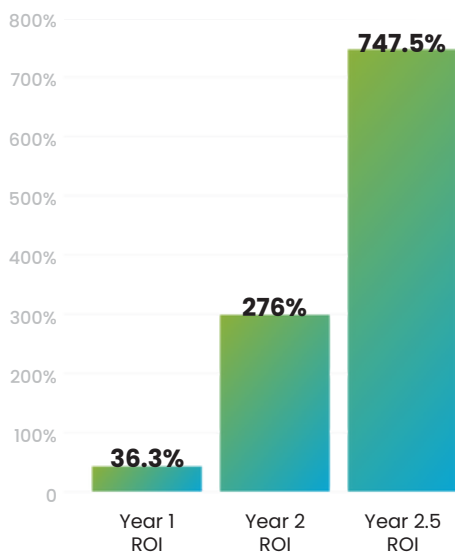
Enter FUSION. We created a one-night event designed to attract new clients and deepen relationships with existing clients, and the results were stunning. They saw an immediate measurable improvement following the event, and improvements continued long after.

Without any additional investment, the results of that first year created an ROI avalanche effect:

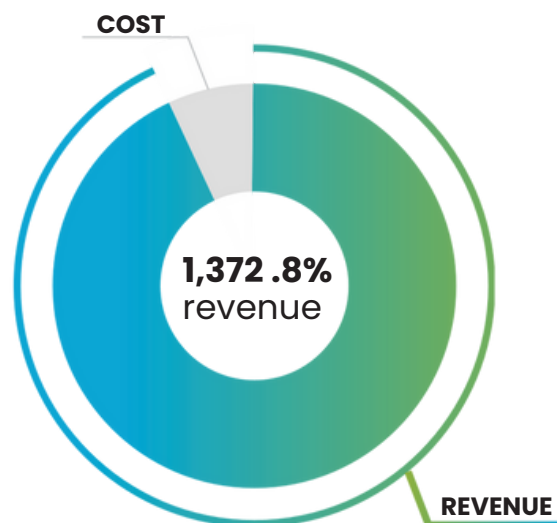
Total Cost: **\$41,148.60**
 First Year ROI: **35.3%**
 Second Year ROI: **276%**
 Third Year ROI: **747%**

In a single event, we were able to do what no amount of social or pay-per-viewer budget accomplished previously.

SERVICE PROVIDER ROI



SPONSOR ROI



CASE STUDY 1

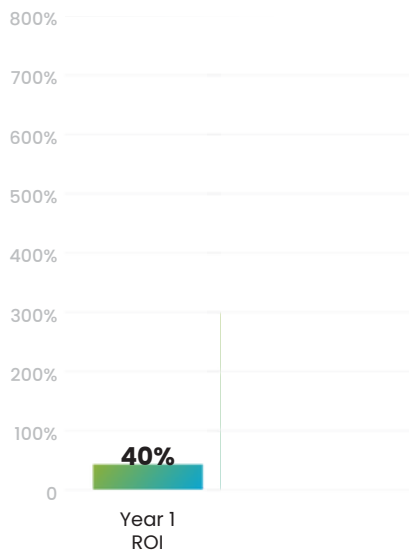
Regional Insurance Company

A Midwest regional insurance company for auto, home, and life insurance asked FUSION to run an analysis of their annual sales meeting. The C-suite needed to know: Is this the most cost-effective way to meet objectives? Should we teleconference? What's the impact on NIC's revenue? Market share? Profits? Does value offset cost?

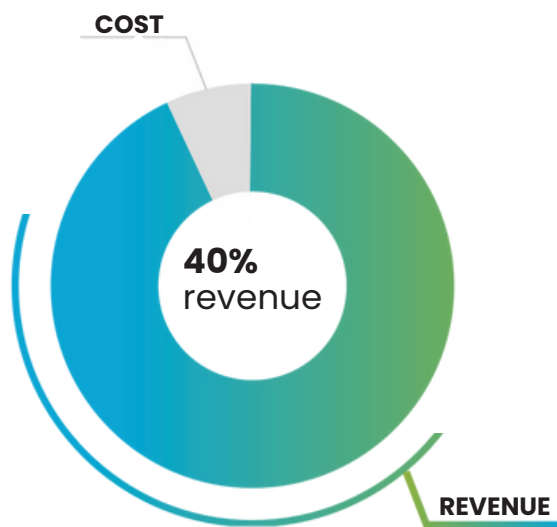
Enter FUSION and our accurate ROI analysis techniques. Each year the company offers agents a budget for advertising and larger campaigns, and part of that budget is used to pay their way to this annual event. 60% of the 1,000 agents attend. We dissected all this information as well as numerous other factors in order to paint the most accurate picture possible for the client. Our findings:

Total Cost: \$400,760
New Revenue Resulting From Investment: \$562,921
ROI: 40%

INSURANCE COMPANY ROI



INVESTMENT VS. ROI



IT MAKES CENTS (AND A LOT OF DOLLARS)

The ROI Methodology™ is used by more than 5,000 companies in over 60 countries and is an industry standard for its balanced and consistent approach to measurement. It has been developed and guided by Ph.D. experts authoring more than 75 books on the subject. This methodology is able to measure the impact of reaction, learning, application, impact, financial ROI, and intangibles (KPIs) across all industries and corporate departments.

HOW DO WE DETERMINE ROI? (SHOW ME THE MONEY)

We make the intangible, tangible. That, and a lot of math.

Prior to the meeting or event, we gather specific leadership expectations for increased revenue, improved market share, increased profits, efficiencies, expected agent behavioral changes, desired takeaways, learnings, as well as participant expectations of what they will gain from attending the meeting. In the 6 months following the meeting we run a series of revenue, sales, and event cost reports, in parallel to participant surveys and interviews, to gather data on each KPI to extrapolate specific results using the most conservative and scientifically reliable data.

SHIFT HAPPENS (IN A GOOD WAY)

- ⦿ Bridge the gap between assuming and KNOWING
- ⦿ Take total CONTROL of every aspect of driving results
- ⦿ INFORM key stakeholders
- ⦿ Improve engagement and TRACTION
- ⦿ Enhance the program and EXPERIENCE
- ⦿ Invest and manage based on FACTUAL data
- ⦿ DRIVE BETTER RESULTS

Our management team alone has decades of experience turning unique, jaw-dropping, one-of-a-kind corporate events, contests, and experiences into real ROI. So, what's holding you back?

For more info or a deeper dive into the numbers, please contact us. We'll get the ball rolling.

GET IN TOUCH