

Event Goals

Opportunity 1

PR	Profit	Both
Goal 1		
Measure		
Goal 2		
Measure		
Goal 3		
Measure		
Outcomes		

Opportunity 2

PR	Profit	Both
Goal 1		
Measure		
Goal 2		
Measure		
Goal 3		
Measure		
Outcomes		

Opportunity 3

PR	Profit	Both
Goal 1		
Measure		
Goal 2		
Measure		

Goal 3

Measure

Outcomes
