

focal

Your Lift Report

By *Shelton Fleming*

sf

Welcome to **Focal Lift**

What is **Focal Lift**?

It's a report and scoring system which gives event managers a snapshot into the success of their event

We Asked...

Which statement best describes your current level of awareness of Ai and its potential for events?

Ready for the
results?

3

sf

2



G O O O O O O O O

O O O O O O O O O

O O O O O O O O O

O O O O O O O O O

#DidYouKnow

24 attendees kicked
off their event with

focal

Woah!

Out of the five statements

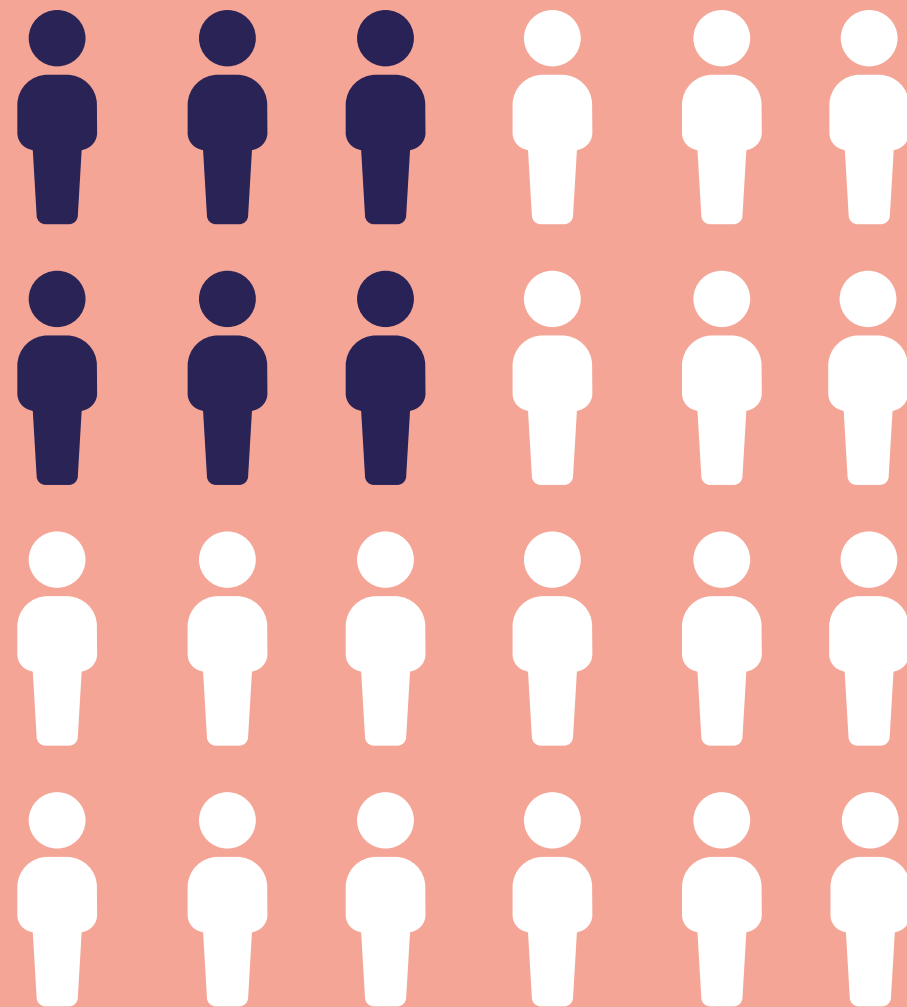
58 %

Said they were only somewhat aware of AI



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And **25%** said
they were
completely
unaware... 🙄



On average, attendees were on the uninformed side



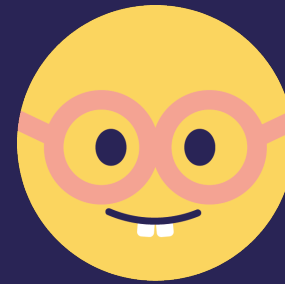
1. Unaware



2. Somewhat Unaware



3. Moderately Aware



4. Well Aware



5. Very Aware



Attendees

Lacked

Awareness

but not for long...

**The event
closed with 16
submissions
via Focal**



44%

selected 'Well Aware'



...and



13%

**selected 'Very
Aware'**

The average score went from 1.91 to 3.5!



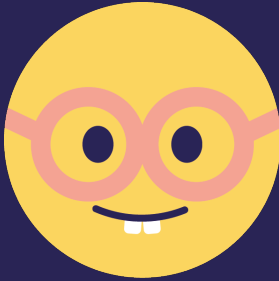
1. Unaware



2. Somewhat Unaware



3. Moderately Aware



4. Well Aware



5. Very Aware



what was
the overall
Focal Lift?

Your focal lift score

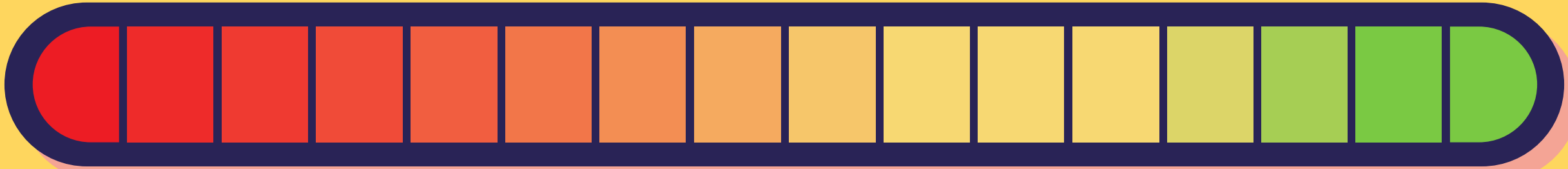
83.2%

Increase

sf



You are here



-200

-100

0

+100

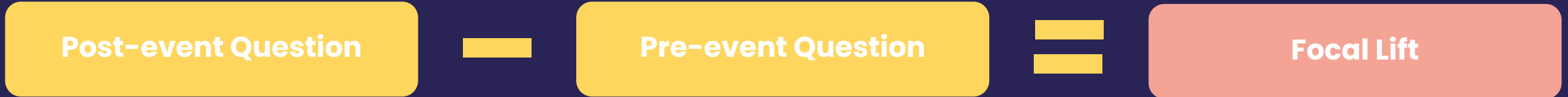
+200



What's the score?

Welcome to Focal Lift, a score on the mindsets of attendees and success of the event, courtesy of our own Focal

Responses are combined and given a score



How the score is calculated

1

Attendees select one of five statements, before and after the event

2

Each of the five statements is assigned a numerical value for reporting

3

The value of each statement is multiplied by the number of times it was selected by attendees

4

The average total value before the event is compared with the average total value after the event

5

The comparison between both totals is converted into a percentage Focal Lift score

Your focal lift score

Benchmark.

Learn. Grow.

What next? Implement Focal on the next event or experience and track the results.



Thank You