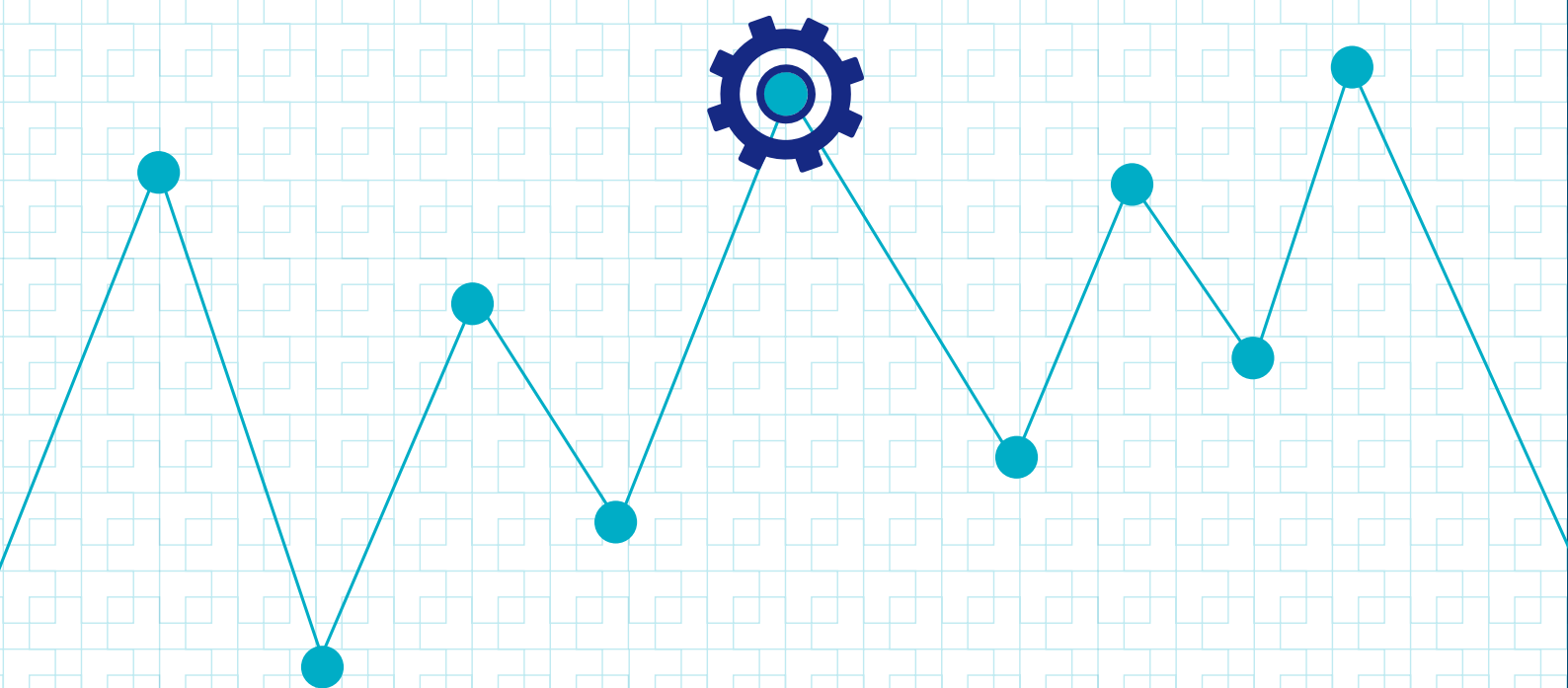


Industry professionals and institutional managers:
do you want to make full use of the French Event
Performance Index?
LEARN HOW!

VISIT
LECALCULATEUR.FR



The French Event Performance Index is a tool used to value and leverage the event and meeting industry. It has been designed and made available by the Paris Region Tourist Board and UNIMEV (the French Meeting Industry Council).



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ASSESS AND LEVERAGE YOUR EVENTS AND VENUES!

The French Event Performance Index is a unique on-line platform geared towards analysing, steering and assessing performance, and thereby better leveraging events and venues in France.



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A SIMPLE, RELIABLE AND VALUABLE TOOL

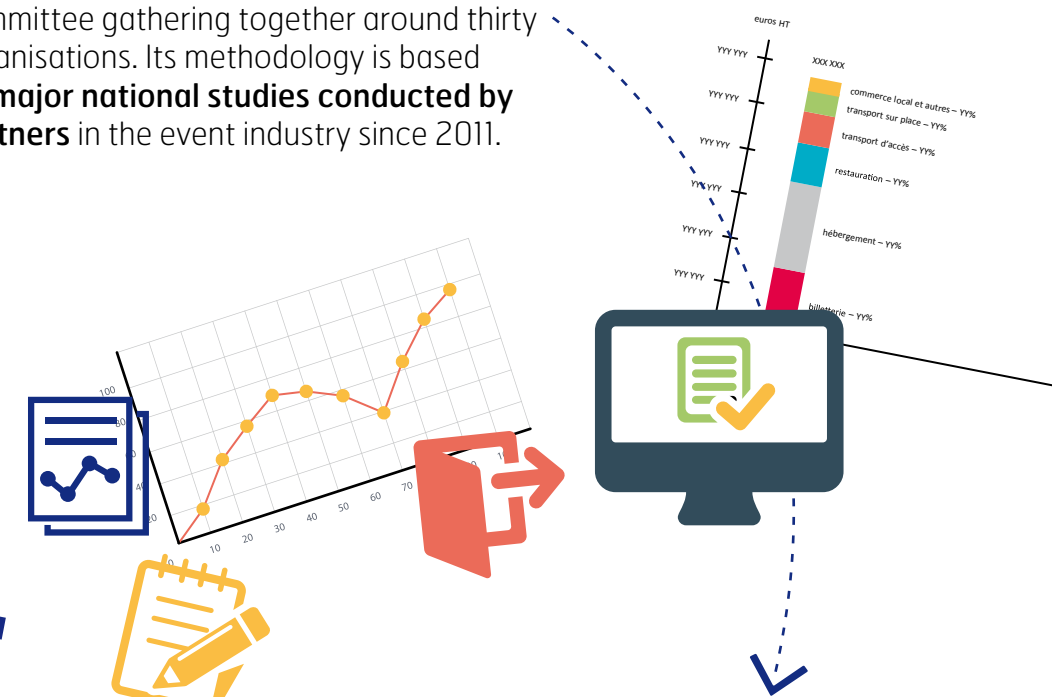
1 • SIMPLE DATA ENTRY

- Event organisers, venue managers and exhibitors: you can enter simple data (surface area, duration, total budget, etc.) or more complex data (percentage of foreign visitors, overnight stays, number of meals, type of transportation, etc.) **directly into the platform:**

- **for all types of event:** professional (fairs, trade shows and conventions), scientific (congresses), sporting, cultural and social,
- **for all types of hosting venues:** exhibition and congress venues, stadiums, arenas, conference centres, museums, cultural centres, amusement parks, etc.

2 • RELIABLE DATA PROCESSING

- This data is processed according to a **robust methodology** developed by a steering committee made up of event professionals and institutional partners, and a technical committee gathering together around thirty organisations. Its methodology is based on **major national studies conducted by partners** in the event industry since 2011.



3 • VALUABLE REPORTS

- According to the level of complexity of the data entered, the Calculator delivers **detailed targeted reports that are ready for use**, out of an extensive common core of **50 indicators**: economic, tax, labour (jobs), environmental (greenhouse gases, waste, water, energy, etc.), scientific and media.

These reports can be used, for example, to steer your event, develop your sales pitch and institutional argument, take part in tender operations, enhance your business reports, leverage your results, etc.

4 • COLLECTIVE DEVELOPMENT

The **confidential processing** of the body of data entered contributes to **enhancing the calculation matrices**, fine-tuning results and making new indicators and functionalities available over time.

PROFILE
PLACES
EVENTS
JOBS
BUSINESS
ENVIRONMENT
CO2
TRANSPORTATION
SECTOR
MEDIA