

# SESSION:

## Quantifying the Intangible - What makes a program accessible?



### Speaker Profile:

#### **Bobby Dutton** | GBM6



Bobby is an entrepreneur, performer, and philanthropist. He's also a licensed commercial pilot and flight instructor -- for fun. Thriving at the intersection of engineering and art, Dutton created GrooveBoston in 2004, built on the statement "Music is no longer a spectator sport".

His team GBM6 is about making people happy through legendary events. Bobby's pioneering work on event design has won award internationally, and was voted one of the "Top 25 Young Event Pros to Watch" by Special Events Magazine.

### About the Session:

What makes a program successful? Clearly, it depends on the nature (and objective) of the program -but many of us have been faced with the challenge of quantifying engagement as a key step towards measuring our Return on Investment (ROI). When everyone has an opinion, and programming budgets can be scarce, we need to figure out how to consistently and objectively evaluate events -without stripping away the subjective magic that might just be the most critical driver of success. In this session, we'll approach this problem creatively, and gain actionable techniques for identifying, measuring, and cultivating engagement in our programs.