



Impact Guidebook

for Association
Conference Organisers

2025

Inclusions

Background Information

Guidebook Overview

Step-by-Step Process

Begin: Preparation

Phase 1: Define

Phase 2: Manage

Phase 3: Measure

Phase 4: Maximise

Glossary of Terms





BACKGROUND INFORMATION

Introduction

BESydney constantly strives to increase our value proposition to both clients and delegates.

As markets continue to evolve, associations will be looking for destinations that can tangibly demonstrate how hosting a meeting in their destination can benefit the Association as much as it does the destination and its community.

Our Vision for Impact

BESydney is dedicated to leading a Social Impact Program that enhances social capital and value from business events while providing exceptional service to our clients. Our vision is to establish ourselves in collaboration with the Sydney social impact ecosystem as a global hub for transformative gatherings that drive positive social change and sustainable economic growth. We aim to empower our clients and sector stakeholders to create and leverage purposeful events that inspire positive change and improve quality of life in our community through the business event sector.

ABOUT THIS GUIDEBOOK

Who: designed for association conference organisers and professional conference organisers (PCOs) who want to create a positive impact with their Sydney conference.

What: a simple guided step-by-step process to support busy event organisers amplify their organisation's impact efforts, by incorporating meaningful initiatives into conference programming that also benefit the wider community. *Includes:* guidance, templates, practical tips, and checklists.

How: follow the sequential process or skip to the relevant section. You can work as a team or divide the sections across working groups or individual section leads.

Stakeholders: involved in the initiative can include association members and executive, community groups, businesses, academia, government, BESydney, and the local event industry ecosystem. They can all assist with planning, implementing, and tracking the success of your initiative. Beneficiaries of your efforts should be involved in the planning and delivery, where possible.

Success characteristics: Successful impact initiatives align strongly with the conference goals and destination key sectors, engage relevant stakeholders, and offer clear and measurable benefits to the community.



BENEFITS FOR ASSOCIATIONS

Impact initiatives create positive change in the community beyond the conference program. They leave a lasting impression and can benefit local people and communities as well as the Association and its members.

Many Associations are already engaged in initiatives or projects that have aim to create positive impact on people's lives. Your global conference in Sydney is an opportunity to seed, embed and/or amplify your impact intentions.

Associations undertaking an impact initiative can reinforce alignment with their core purpose by ensuring activities **contribute directly to strategic goals** and **demonstrate a genuine commitment to positive societal change.**

Other benefits:

- increase impact and effectiveness through leveraging resources,
- create new partnerships,
- attract additional funding,
- improve membership engagement,
- increase member satisfaction,
- foster a greater sense of community,
- enhance reputation through trust-building and meaningful collaborations.



STEP-BY-STEP PROCESS

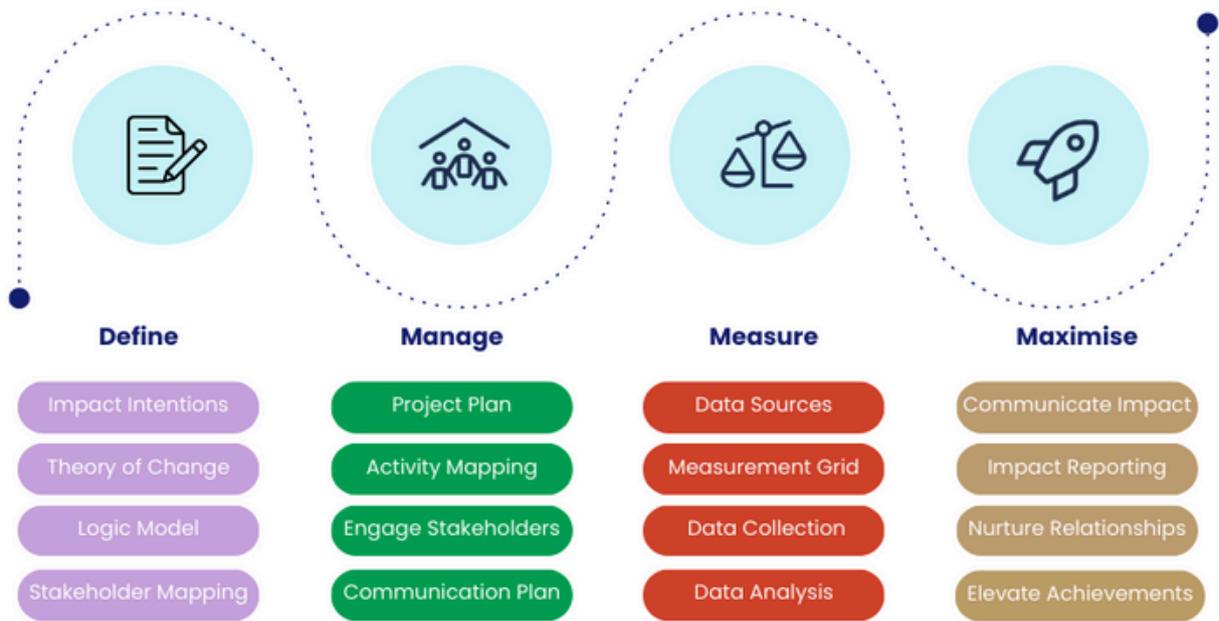


| | |
|--------------------|---------------------------------------|
| BEGIN: PREPARATION | 12-18 months prior to event |
| PHASE 1: DEFINE | 9-12 months prior to event |
| PHASE 2: MANAGE | 3-9 months prior to event |
| PHASE 3: MEASURE | 3 months prior - 12 months post event |
| PHASE 4: MAXIMISE | 12-24 months post event |

BESydney Impact Methodology

for global event organisers

Preparation Local Organising Committee creates impact taskforce team, establishes roles & governance



Spark global impact: share insights within our region and around the world, and collaborate with the next host city

Begin

PREPARATION

01

LOCAL ORGANISING COMMITTEE

The Association hosting a conference will have established a Local Organising Committee (LOC) – who are fundamentally responsible for event delivery, program design and core decisions about the event.

02

SOCIAL IMPACT WORKING GROUP

The Social Impact Working Group (SIWG) includes people who will dedicate time to the impact initiative. These people can differ to the members of the LOC so they have a singular focus on the initiative; however, they can be the same people.

03

ESTABLISH ROLES & GOVERNANCE

Clearly defined and agreed roles for the LOC, SIWG, and other key stakeholders, supported by a governance structure, are essential for clarity, accountability, and transparency. This framework can be simple and practical, designed to guide rather than burden the process.

04

REVIEW EXISTING DOCUMENTS

The LOC identifies key documents for alignment, while the SIWG reviews these alongside the mission, vision, sustainability strategies, and conference plans of international and local associations, as well as relevant government priorities, to identify integration opportunities.

Preparation: why planning is critical

The planning phase is critical for setting foundation for success of your social impact intentions. It is where you will establish the 'social impact sweet spot', where your intentions align with your organisation's mission, the conference goals and the point of intersection with community's needs. Key aspects of the planning phase include:

- **Clarify goals and intentions:** what the organisers aim to achieve and why.
- **Align with stakeholders:** early engagement helps identify shared values and ensures the initiative is relevant and meaningful.
- **Research and partnerships:** explore potential partnerships with local organisations and agencies to garner expertise, resources, and credibility.
- **Assess feasibility and resources:** evaluate the budget, resources, and timelines to ensure the initiative is realistic and achievable.
- **Establish measurement criteria:** Identifying key indicators and metrics at the start allows for better tracking, post-event evaluation and impact assessment.
- **Mitigate risks:** address any potential social, cultural, or environmental risks by consulting local guidelines, understanding community sensitivities, and planning for contingencies.

Preparation: determine your team

Once the LOC is in place, the first step is to determine members of the Social Impact Working Group (SIWG).

The table below provides guidance on the distinctions between these groups, outlining their purpose, scope, key responsibilities, composition, collaboration focus, and areas of overlap.

| | Local Organising Committee (LOC) | Social Impact Working Group (SIWG) |
|-----------------------------|--|---|
| Purpose & Scope | <ul style="list-style-type: none"> Primarily responsible for overall conference planning, logistics, and successful delivery of the event. Focuses on ensuring a smooth and impactful attendee experience, managing everything from event scheduling, speakers, accommodations, transportation, and venue management. Scope includes operational and logistical aspects of the entire conference program. | <ul style="list-style-type: none"> Focused exclusively on the conference social impact intentions, creating meaningful contributions to the host community & advancing aligned with the conference mission. Scope is narrower but deep, often encompassing initiatives like community engagement, environmental sustainability, CSR activities, and partnerships with local nonprofits or social enterprises. Works to embed social impact goals into the conference, providing support, ideas, and resources to amplify these aspects in all relevant areas of the program. |
| Key Responsibilities | <ul style="list-style-type: none"> Handles logistics, such as venue setup, attendee registration, scheduling, vendor coordination, and speaker management. Ensures compliance with local regulations and coordinates with city authorities or tourism boards as needed. Manages the budget and resources for core conference activities. | <ul style="list-style-type: none"> Designs and implements social impact initiatives. Coordinates activities that leave a positive legacy for the host community (e.g., fundraising events, skills workshops, or awareness campaigns). Oversees or coordinates measurement & reporting on the social impact intentions, assessing outcomes and preparing documentation for post-event reporting, or works with measurement partners to complete this. |

| | Local Organising Committee (LOC) | Social Impact Working Group (SIWG) |
|----------------------------------|---|--|
| Member Composition | <ul style="list-style-type: none"> • Typically includes conference organisers, logistics experts, event managers, and representatives from the primary conference host organisation. • May have local representatives or regional partners who understand the logistical needs and cultural context of the host location. | <ul style="list-style-type: none"> • Includes motivated association staff/members, professionals with expertise or an interest in social impact, sustainability, community engagement or CSR. • Often includes local community leaders, representatives from social enterprises or NGOs, and experts on relevant social issues. • Representative(s) from the LOC to ensure social impact activities are well integrated into the overall conference planning. • BESydney team member & industry partner (optional) |
| Collaboration and Overlap | <p>The LOC works closely with the SIWG to ensure logistical support for social impact activities and to promote these initiatives within the conference program. They might also work together on sourcing local vendors with sustainable practices or arranging CSR activities for conference attendees.</p> | <p>The SIWG coordinates with the LOC to align social impact activities with the conference schedule, ensuring they are well-publicised, accessible to attendees and integrated into planning. Social impact activities are those that will help deliver on the impact intentions previously identified & desired outcomes.</p> |
| Outcome Focus | <p>The LOC measures success through operational metrics, such as attendee satisfaction, seamless logistics, and overall event quality.</p> | <p>The SIWG measures success through impact metrics, such as community engagement, positive feedback from local stakeholders, sustainability goals achieved, and the legacy of social initiatives post-conference.</p> |

Preparation: establish roles & governance

By now you will have:

- ✓ Determined the roles based on the ideal perspectives to be included in the Social Impact Working Group (SIWG).
- ✓ Identified the people to nominate or invite to those roles.

The next steps in the planning phase include establishing governance best practices, including:

- **Clear roles and responsibilities:** define each role to avoid overlaps and ensure accountability.
- **Set meeting and updates schedule:** establish an agreed meeting schedule for the SIWG and regular check-ins for the local organising committee.
- **Transparency and reporting:** implement a communication plan to keep stakeholders informed of progress and outcomes.
- **Continuous feedback loops:** gather input from partners, attendees, and local communities for continuous improvement.



Preparation: review existing documentation

Once your team is established, ensure the existing priorities of the conference are understood. You might do this by:

- Gather a list of documents relevant to the conference and the SIWG. These documents should communicate:
 - the core mission of both the international and local host association (or local event host).
 - the aims and objectives of the conference.
 - details of any current social impact, legacy or other sustainability objectives of the association and/or sector.
- Other documents of relevance could include sector insights and priorities for the local community relating to the conference sector/topics or case studies and past examples of similar initiatives.



- Take advantage of AI technology - avoid dropping a pile of documents on the team as this can be overwhelming.
- Instead, take the lead and provide a summary of the core elements of these documents (top priorities and key insights).
- Provide the summary to the team for ease of reference. You can attach the documents should they be interested in further details.

Preparation: checklist



-
- Clarify Local Organising Committee (LOC)

 - Identify and assemble Social Impact Working Group (SIWG)

 - Clarify roles & responsibilities for SIWG and key stakeholders

 - Establish governance processes

 - Nominate a member of the SIWG to liaise with the LOC

 - Draft the outline of a reporting framework (begin with the end in mind)

 - Review existing documents

 - Develop feedback process



QUICK TIPS

- **Build a committed core team:** Assemble a focused, motivated team with a clear vision and expectations for impact to drive success.
- **Adhere to timeline:** Phases 1-3 are best completed at least 6-9 months before the conference to compliment preparations and smooth implementation of measurement and communication.
- **Engage end beneficiaries** in the impact project team to ensure alignment with their needs. Without their input, assumptions made by organisers, destinations, and policymakers risk being misaligned.

Phase 1

DEFINE

01

IMPACT INTENTIONS

Clearly articulate the impact intentions that will be seeded or amplified at the conference. This step takes into consideration the conference priorities and existing sustainability practices and impact goals

02

THEORY OF CHANGE

A Theory of Change (ToC) provides a **comprehensive, high-level view** of how and why an initiative will bring about desired change. It describes the underlying assumptions and contextual factors that informs the strategy and outcomes.

03

LOGIC MODEL

A Logic Model is more **practical and operational**, often represented as a flowchart, and focuses on the specific inputs, activities, outputs, and outcomes of an initiative or program. The overall impact intention is also stated here.

04

STAKEHOLDER MAPPING

Identify stakeholders who can **contribute to** and/or **benefit from** the initiative. Prioritise early engagement with key stakeholders who can support the vision and inform needs and gaps.

Define: impact intentions

The Social Impact Working Group (SIWG) will have reviewed the relevant documentation for the event. During this process the SIWG will note some key points including the impact intentions for the international association (event owner) and the local association (event host); and where relevant or possible, also note the needs of the community or beneficiaries of the intended impact.

The actions to be achieved in this phase include:

- ✓ State the main mission of the association.
- ✓ State the main objectives of the conference.
- ✓ Identify the desired impact outcomes from the conference and beyond.

Your impact intention(s) will set the foundations for all actions ensuring they are clear and relevant.

If the initiative has a strong community focus, this is the stage where you start to note the needs of the community and beneficiaries of the intended impact outcomes.

If the initiative has a strong community focus, it's important to identify the needs of the intended beneficiaries at this stage.



Define: Theory of Change & Logic Model

A **Theory of Change** and **Logic Model** are both frameworks for planning, implementing, and evaluating social impact initiatives, but they **differ** in scope, detail, and purpose.

The table below clarifies the difference between the two.

The supporting tools for the Theory of Change and Logic Model provide you an easy step-by-step process of questions and answers that will seamlessly build out these two for you.



A Theory of Change and a Logic Model together provide a strong foundation for any initiative—offering strategic direction and operational clarity, respectively.

Define: Theory of Change v Logic Model

| Theory of Change | Logic Model |
|--|---|
| <p>A Theory of Change (ToC) provides a comprehensive, high-level view of how and why an initiative will bring about desired change. It describes the underlying assumptions and contextual factors that inform a program's strategies and outcomes. A ToC often includes:</p> <ul style="list-style-type: none">• Long-term goals: The desired impact or ultimate change the initiative seeks to achieve.• Pathways of change: The sequence of conditions or steps needed to achieve the long-term goals.• Assumptions: Explicit assumptions about the context and how different activities lead to outcomes, which are vital to achieving the desired impact.• Contextual analysis: Recognizing external factors (like policies or social dynamics) that might impact the initiative's success. | <p>A Logic Model is more practical and operational, often represented as a flowchart, and focuses on the specific inputs, activities, outputs, and outcomes of a program, as well as the overarching intended impact. Its components typically include:</p> <ul style="list-style-type: none">• Inputs: Resources, staff, funding, and other assets needed for program activities.• Activities: The specific actions or interventions the program will implement.• Outputs: Direct products or immediate results of program activities (e.g., number of people trained).• Outcomes: Short-, medium-, and long-term changes that result from program activities and outputs.• Impact: how these outcomes will change lives. |
| <p>Purpose: Theory of Change is strategic, helping stakeholders understand the bigger picture, align on goals, and anticipate possible challenges. It's used early in planning to guide program design and adjust assumptions over time.</p> | <p>Purpose: Logic Models are commonly used in the implementation and monitoring phase of a project to track progress and ensure resources are used effectively. They help identify measurable indicators and are often a simpler, more visual tool than a ToC.</p> |

Understanding the differences

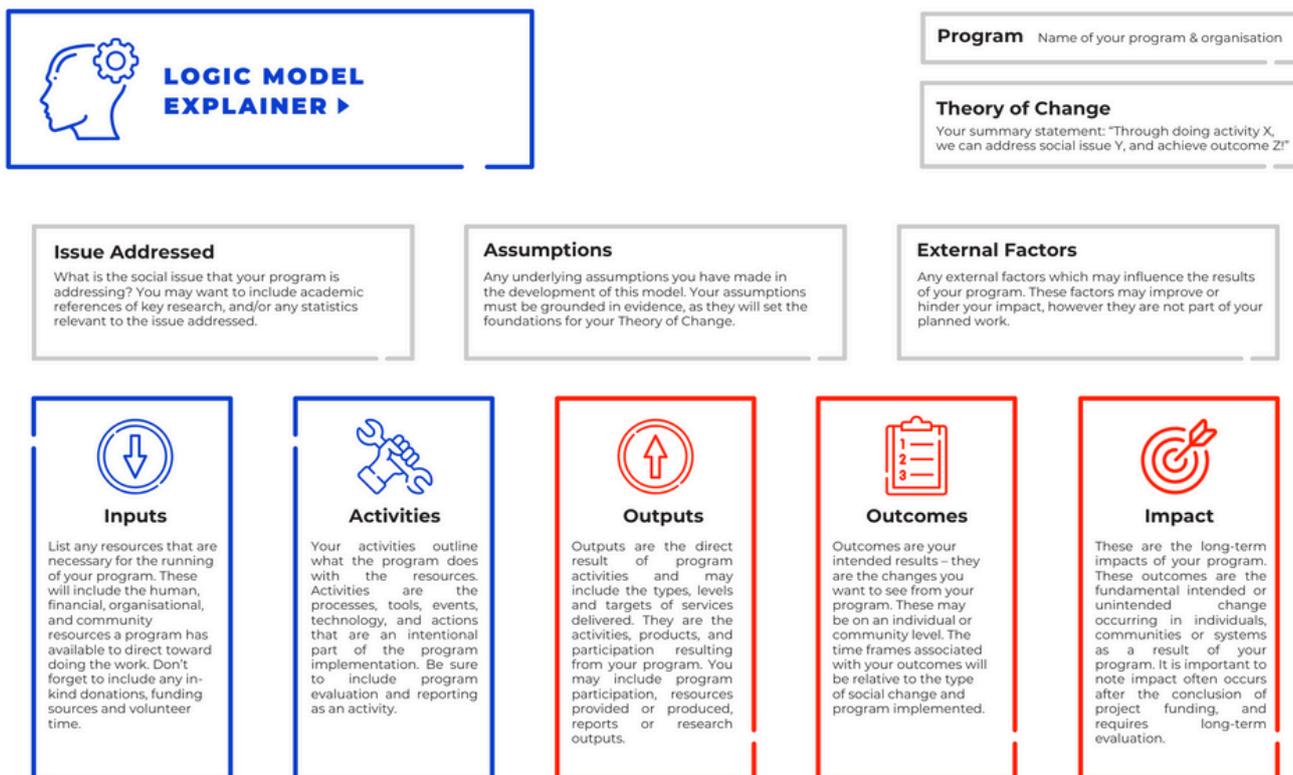
| | Theory of Change (ToC) | Logic Model (LM) |
|--------------------|---|--|
| Scope | ToC is broader and includes a rationale for why the program should work | LM is narrower, detailing how it will operate. |
| Focus | ToC is concerned with <i>why</i> and <i>how</i> change happens | Logic Models are concerned with <i>what</i> is needed and <i>what</i> happens. |
| Assumptions | ToC explicitly includes assumptions and context | Assumptions are often implicit or less central in a Logic Model. |
| In practice | <i>organisations often develop both frameworks to fully articulate and operationalise their strategies:</i> | |
| | using the ToC to guide strategic planning | Using the Logic Model to inform detailed implementation and monitoring. |

Fundamental to creating any impact project, **they both help to:**

- define your impact intention
- identify your target audience
- outline possible activities, and
- detail the impact pathways that will contribute to your long-term impact objectives.
- provide a solid basis for your measurement approach, giving a framework to determine what to measure and why.

Logic Model & Theory of Change: guidance

The following diagram is from the University of Technology Sydney's Social Impact Toolbox. UTS offers a vast range of supportive resources to assist you in creating your impact measurement framework. These free resource are available online at www.socialimpacttoolbox.com



Define: stakeholder mapping

A diverse and purpose-driven stakeholder group is essential to the success of an impact initiative, supporting planning, implementation, progress tracking, and network-building. Early engagement with stakeholders who can shape the project vision and identify community needs is key.

Identifying Stakeholders

To identify relevant stakeholders, consider target beneficiaries, the conference network, influential figures in the field, and any existing stakeholder lists.

When brainstorming, assess stakeholders based on:

- relevance & influence
- potential contribution impact,
- partnership opportunities,
- diversity and inclusion,
- practical engagement considerations,
- Indigenous community relevance & collaboration potential

These criteria support effective stakeholder mapping and ensure the initiative benefits from diverse, strategic insights aligned with the conference's global impact objectives.

Define: checklist



-
- The Social Impact Working Group (SIWG) is familiar with core mission

 - SIWG brainstorms key impact intentions and desired outcomes

 - Develop a Logic Model to guide implementation

 - Develop a Theory of Change for strategic planning

 - Stakeholder mapping, identification and categorising.
-



QUICK TIPS

- **Diverse brainstorming:** during the 'gaps and needs' discussion, involve people from various backgrounds and roles. Break the group into smaller teams for more focused input, then consolidate the findings for a well-rounded perspective.
- **Focus on long-term impact:** ensure the Define stage prioritises long-term outcomes beyond the conference, aligning with the broader goals of both the association and local partners.
- **Engage broader stakeholders:** Go beyond the usual stakeholder list by involving community representatives who can provide new perspectives and help ensure the project's relevance and local impact.

Phase 2

MANAGE

01

PROJECT PLAN

Clearly articulate your vision for the initiative, integrating conference priorities and any existing sustainability, social impact and legacy practices and initiatives.

02

ACTIVITY MAPPING

Starting with the target outcomes (solutions) and their associated goals, map activities that will achieve these goals and outcomes. This will help refine impact intentions, target audience, specific activities and impact pathways.

03

ENGAGE STAKEHOLDERS

Map stakeholders based on either their contribution to, support of or benefit from the initiative. Prioritise early engagement with key stakeholders who can support the vision and inform needs and gaps.

04

COMMUNICATION PLAN

Engage the whole team and develop a communications plan that speaks to different aspects of the initiative or project and target audience.

Manage: project plan

The project plan **begins with a clearly articulated vision for the social impact initiative**; a vision that incorporates the priorities of the conference and any existing impact initiatives, practices or projects.

In Phase 1 you were introduced to the Theory of Change and Logic Model. If you have completed these you will have already done most of the heavy lifting to start the project plan and activity mapping.

In Phase 2 you now want to refine those activities – review them, expand, edit/delete and cross check they are in alignment with the core vision and objectives of the conference as well as the international and local associations.

Before commencing this phase, you will have already:

- ✔ determined your team – Social Impact Working Group (SIWG)
- ✔ articulated the vision or the impact initiative or project
- ✔ completed the Theory of Change and Logic Model

Use this foundational work to plan your activities, stakeholder engagement and develop the communications plan.

The top priority for the Social Impact Working Group is to ***transform the initial vision into a strategy and action plan.***



Manage: activity mapping

In Phase 1 – define, you worked with the logic model to work out the list of outcomes, outputs, activities and actions to take in order create impact. Starting with the outcomes, you will now map the activities required to bring about these outcomes.

| | | |
|--|--|-----------------------------|
| START with the desired outcomes , and work backwards | | |
| OUTCOMES | if these are the outcomes you are aiming to achieve; then | ie system shifting pathways |
| ACTIONS | what actions are needed in order to reach these outcomes? and... | ie what we do |
| ACTIVITIES | what activities will be conducted to create these actions? | ie how we do it |
| MAP ACTIVITIES | use a spreadsheet or any other preferred template to map these activities – this will form both your action plan and the start of your impact measurement framework. | |

Good planning leads to good outcomes.



Manage: engage stakeholders

In Phase 1, you mapped your stakeholders. In Phase 2, begin detailing how to engage them. A clear engagement plan ensures relevant stakeholders are involved from the outset, supporting a strong start. The engagement process will:

- bring diverse perspective
- generate a broader range of ideas
- support robust idea assessment
- clarify stakeholder roles
- identify contributions and resources
- highlight stakeholder benefits

Arrange a meeting with your identified stakeholders to discuss these points.

Using the Stakeholder Engagement list/spreadsheet you started, progress through this step. Starting with the identified activities, add to the spreadsheet:

- ✔ link specific activities to each stakeholder
- ✔ assign SIWG team leads for stakeholder contact
- ✔ define engagement methods
- ✔ determine the optimal engagement stage

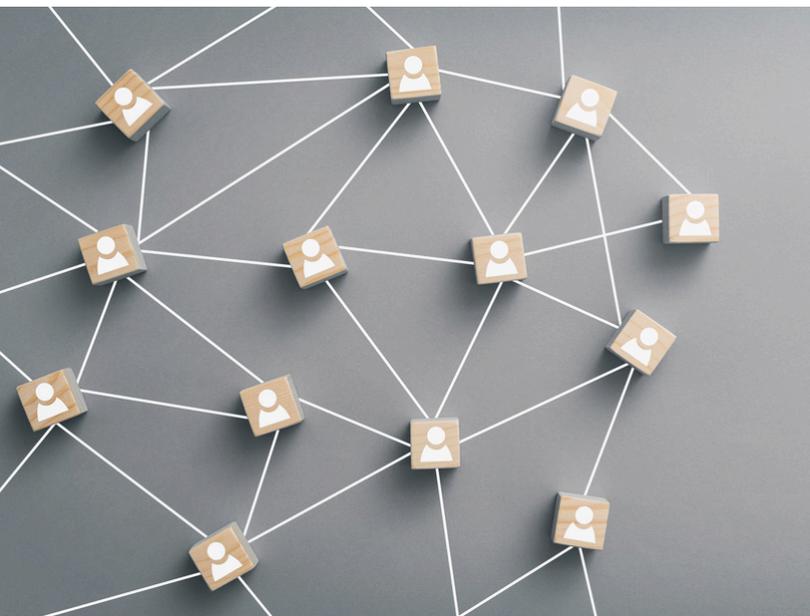
Incorporate stakeholder engagement throughout your operational and communication plans – beginning to end.



Manage: communication plan

The Communication Plan for a social impact initiative will begin before the global conference is delivered. For Associations hosting an event in Sydney this will include:

- **Bidding phase:** LOC working with BESydney to secure Sydney as the host destination
- **Bid-win:** communication exchanges between the international association, local organising committee and the SIWG.
- **During the event:** amplified communication across multiple channels and with all stakeholders
- **Post event:** communicate to event and social impact initiative outcomes and insights to all key stakeholders including the international and local associations, key initiative partners, supporters, sponsors and funders and where possible, the social impact initiative beneficiaries.



Manage: checklist



-
- Develop project plan

 - Map relevant activities

 - Engage stakeholders

 - Develop communications plan for the impact initiative



QUICK TIPS

- **Prioritise key stakeholders:** begin with the stakeholders who will have the greatest interest in the initiative. Stakeholder identification will be ongoing; for now, you just want to get started.
- **Keep communications simple:** decide the key aspects of the project/initiative that need to be communicated with each stakeholder; then ensure the message is relevant, consistent and concise.

Phase 3

MEASURE

01

MEASUREMENT FRAMEWORK

Create a framework that outlines the indicators, metrics, data collection methods, target populations, and data sources for each key outcome

02

DATA SOURCES

Determine which data sources can provide relevant data to track project outcomes

03

DATA COLLECTION

Identify the tools needed to collect desired data, develop data collection tools (surveys etc), then use the data collection tools to gather necessary data

04

DATA ANALYSIS

Organise and categorise the data, draw conclusions and identify key learnings and insights

Measure: measurement framework

The measurement framework is one concise grid (spreadsheet) that captures the key elements required to measure success (or failure) and **how** it will be measured.

What is included in a measurement framework?

Using your Theory of Change and Logic Model:

- **Impact goals:** The overall impact objectives of your project.
- **Key outcomes:** The expected outcomes resulting from your activities.
- **Activities:** The specific actions required to achieve the outcomes/goals.

Then add:

- **Indicators & metrics:** What is being measured and the metrics (unit of measure) that track progress towards the outcomes.
- **Data collection methods:** The techniques used to gather data (e.g., surveys, interviews, observations).
- **Target population:** The specific group of people or organisations that will be involved in data collection.
- **Data sources:** The places/people/organisations where data will be collected (e.g., data from delegate surveys, beneficiary focus groups, content analysis, past research).



Measure: data sources

This phase focuses on measuring and analysing the impact of your project.

The only way to know if a social impact initiative is **purposeful, useful** and **successful** is to determine if the desired outcomes have been met. This is done through measurement and **must be done with the beneficiaries in mind.**

Social impact is not only measured by numbers and statistics, but also measured by direct feedback from the beneficiaries. The stories that they share on how their lives, families and communities have been positively affected is just as important as numbers.

This phase focuses specifically on:

- what to measure
- why measure the chosen items - who will the insights benefit & how?
- how to measure
- measurement partners

Where will the data be collected from? Once you have determined what you wish to measure you now need to identify all the sources of this data.

Data sources can come from internal teams and specialists, government and other support agencies, specialist reports, Australian Bureau of Statistics, universities and philanthropic agencies.

The measurement phase is **critical** to determine the **effectiveness** of your activities and the degree to which **outcomes are achieved**



Measure: data collection

Data collection is critical to understand the extent to which the impact initiative was successful.

Using the measurement framework, you have **identified** the necessary data to observe activities, enabling an effective assessment of their impact and outcomes.

Also, you will have **identified** the best tools to capture the necessary data, including surveys, interviews or focus groups. It might also include visual representations such as imagery or video and traditional data sources such as media or industry specific and public information.

Now it is time to create the tools and determine the process for collecting the data (visual, audio, written).

The final step of this phase is to **use the tools** to collect your data.

Prior to collecting data, ensure your organisation has understood its obligations to ensure data is safe and secure (especially if it includes personal identifying information) and collected within the bounds of legal obligations. If uncertain, seek advice from your organisation's legal representative. BESydney cannot advise your organisation in this regard.

Consideration must be given to **how** and **when** the data is collected and this should be covered within the measurement framework and data collection plan.



Keep in mind what questions you will need to ask to capture the relevant information.

Always assess the **purpose** of collecting that data: how will it be used? and how will it inform you? What use/benefit will this data have?

Measure: data analysis

A friendly reminder, prior to collecting data, ensure your organisation has understood its obligations for collecting data to ensure it is safe, secure and collected within the bounds of legal obligations. If uncertain, seek advice from your organisation's legal representative.

Preparing for data analysis:

- Organise and categorise the data to align with the impact intentions and outcome pathways identified in the Theory of Change/Logic Model.
- Use the measurement framework to define the categories by indicator,
- Work through the data from each source and relate each data point to each defined category.

This step will help when it comes to impact reporting and communication.

About measurement partners:

In the planning & stakeholder identification phase, you might have identified a measurement partner. A measurement partner is most often a university, corporate or other organisation including government bodies that have a focus on your intended area of impact.

The ability to identify a measurement partner would be a great asset to your activities, as they often bring expertise and other resources in order to make the data analysis process smooth, easy, industry-relevant and may even assist in amplifying similar intentions of other organisations and attract greater funding.

Share outcomes, results, insights and impact with BESydney.

Collaborating with a **measurement partner** from the outset can be a great asset.



Measure: checklist



-
- Develop a measurement framework - map data to be collected

 - Identify data sources - add to measurement framework

 - Identify and develop data collection tools - collect data

 - Draft data plan - how & by whom will data be stored, secured and managed

 - Analyse data and share insights with BESydney
-



QUICK TIPS

Focus on Short- and Mid-Term Outcomes: Prioritise measuring immediate outputs and short-term outcomes during the conference, while recommending that mid- to long-term measurements be handled by the international association, local hosts or academic institutions in the years following the conference.

Create the measurement framework from the outset and align: Establish the measurement framework as soon as the action plan is finalised. This ensures activities are impactful and aligned with future communication goals, while anticipating potential challenges in data collection and storytelling.

Phase 4

MAXIMISE

01

COMMUNICATING IMPACT

Leverage the data to tell compelling stories and develop a case study to showcase the impact of your activities for the intended beneficiaries, demonstrating positive societal change.

02

IMPACT REPORTING

Present the impact(s) of the initiative. Outline the goals and priorities of the conference, describe the intended outcomes, present the results of the data analysis, share insights and recommended learnings. Always showcase the human stories.

03

NURTURE PARTNERSHIPS

When seeking partnerships for an initiative, they are always easier to secure with established relationships. Consider ways to remain in collaboration with partnerships ongoing and take this as an opportunity to offer partners greater value than they would expect.

04

ELEVATE ACHIEVEMENTS

If there is an industry or related award for which your initiative could be nominated, do so as it can offer ongoing recognition of your organisation. Industry or government recognition can also validate your ability to deliver successful projects moving which might assist in attracting funding and/or partnerships.

Maximise: communicating Impact

Communication is **most effective** when **embedded into every stage of the initiative**. In each stage the communication focus will be slightly different, whilst the core message and impact intentions will underpin all communications.

In this **maximise** phase, the focus shifts to showcasing the outcomes, insights and impact of your efforts. This involves communicating and reporting.

After implementing the project and collecting impact data, focus on leveraging that data to communicate the outcomes effectively.

1

Analyse and frame the impact: use both qualitative and quantitative data to craft concise, compelling narratives that illustrate the project's success. Revisit the Theory of Change model to frame the storytelling, grounding the project in its local context and highlighting key outcomes and global relevance.

2

Develop case studies: create detailed case studies to showcase the conference, its outcomes, and its broader impact. These serve as tangible examples of success and provide a clear narrative for stakeholders.

3

Execute a communication plan: refer to your Stakeholder Communication Plan to guide all communication initiatives during this phase, ensuring tailored messaging for different audiences.

**Keep it Human! Amplify
Voices, Inspire Change**

Real stories from
beneficiaries turn impact
into inspiration



Storytelling

Maximise: impact reporting

Once the impact data has been collected and analysed, it's time to interpret and **communicate the findings through an impact report**.

When reporting on the outcomes and impact of a social impact initiative, it's important to present a clear, credible, and compelling narrative supported by data.

Here's an example of what could be included in a structured approach:

- executive summary
- context & objectives
- stakeholders and beneficiaries
- activities and outputs
- outcomes and impact (with quantitative and qualitative data)
- measurement and evaluation
- future plans and recommendations
- appendices (if needed)

A succinct and visual representation of the impact report is ideal to share more broadly with your stakeholders, staff, media and community. Capture the key aspects in an infographic style version on just 1 or 2 pages. You will increase engagement if people can easily digest the information.

An impact report should focus on **'impact'** – the changes that occurred as a result of activities and outcomes.



Maximise: nurture relationships

Building strong relationships at your event lays the foundation for lasting social impact, offering continued value to your organisation, stakeholders, and the community.

Why Nurture Relationships?

- **Sustained impact:** relationships extend the life of the social impact initiatives and amplify their benefits.
- **Collaboration opportunities:** strong connections foster new partnerships and collaborative projects.
- **Reputation building:** demonstrating genuine commitment builds trust and enhances your organisation's reputation.
- **Resource sharing:** shared networks and insights can drive innovation and resource efficiency.

How to Nurture Relationships

- **Follow up thoughtfully:** send personalised messages or updates on the outcomes of the event.
- **Stay engaged:** host regular check-ins, webinars, or informal networking sessions to maintain connections.
- **Share success stories:** highlight how collaborations have created positive changes to inspire ongoing engagement.
- **Involve partners in future initiatives:** co-create programs or involve past collaborators in advisory roles.
- **Celebrate milestones together:** acknowledge anniversaries or significant achievements stemming from the collaboration.



Maximise: nurture enduring relationships cont...

What to Consider?

- **Alignment of goals:** ensure long-term goals remain aligned with the interests and capabilities of your partners.
- **Authenticity:** approach relationship-building with sincerity, emphasising mutual benefits over transactional interactions.
- **Clear Communication:** Maintain transparency regarding expectations, outcomes, and any challenges.
- **Cultural sensitivity:** respect the diversity and unique perspectives of each stakeholder.
- **Feedback mechanisms:** create opportunities for partners to share their experiences and suggestions for improvement.



Maintain a robust database: keep a database of key contacts, their areas of interest, and past collaborations to make follow-ups meaningful and strategic.

Maximise: elevate achievements

Achievements can be elevated in a number of ways such as nominating your project, initiative or partnership collaboration for an award, celebrating achievements through public acknowledgements (in-house or externally) or having a social gathering to connect and enjoy time with your stakeholders and community.

Awards: nominating your social impact initiative or project for an award is a strategic way to amplify its impact and celebrate your organisation's contributions to meaningful change.

Here's why it's worth considering:

- Showcase leadership and credibility
- Inspire and motivate your team
- Attract partnerships and funding
- Boost awareness and visibility
- Document achievements for stakeholders
- Drive long-term impact

Encouraging your team or clients to pursue awards demonstrates a proactive approach to amplifying impact and aligning with organisational goals for sustainability and community engagement.

It's not just about winning!

it's about celebrating progress and inspiring others to join the journey toward a better future.



Maximise: checklist



- The communication plan includes how to showcase impact
- Analyse results & outcomes and link it to the Theory of Change
- Develop compelling case studies in collaboration with key stakeholders
- Develop impact report & share outcomes and insights
- Nurture your relationships - determine the next point of connection
- Award nominations – project/initiative, partnership collaboration
- Celebrate achievements and actions with your team and stakeholders



QUICK TIPS

Appoint communications lead: assign a communication lead or team of leaders to oversee coordination across all stakeholders and ensure consistent messaging.

Create a strong brand: develop a unique brand identity for the impact project (name, logo, design) and consider translating it into local languages to enhance local engagement.

Plan ahead: finalise the communication strategy before registration begins to drive participant recruitment, attract sponsors, and engage a wider range of stakeholders.

Begin with the end in mind: start with an outline of your report at the beginning stage to ensure you are clear on what needs to be captured and communicated at the end, to whom and why.

Glossary of Terms

Event owner or International association

this is used in the context of global conferences being hosted in Sydney. Usually the ‘event owner’ is an international association, however not always. Where there is not international association involved, substitute ‘international association’ for ‘event owner’.

Local Organising Committee (LOC)

This is used in the context of global conferences being hosted in Sydney. Whilst an international body is often the event owner, the Local Organising Committee refers to the local representatives that are responsible for the delivery of the event in Sydney. This might be a local/national association, universities/academics or other group of professionals.

Social Impact Working Group (SIWG)

This is a term coined simply to refer to the group of people who have a focus on the social impact and/or sustainability intentions of the conference – including at-event and beyond. This group will embed social sustainability aspects to the conference, social impact related program elements and for some groups there may be the intention of setting up a legacy program for long-term and ongoing impact.

Social Impact Initiative or project

This simply refers to the specific social impact intentions identified by the LOC & SIWG. It might be fully integrated into the conference themes or represent one or more elements of the event. It will have a clear boundary with actions and outcomes that will be measured.

Impact v Social Impact v Legacy Program

Impact: Broad term for any effect or influence.

Social impact: Specific term for effects on society and community wellbeing.

Legacy Program: programs that create lasting positive impacts that continue to benefit the community long after a specific conference, event or project has concluded.