



PROCUREMENT  
STRATEGY GROUP



# EVENT FORENSICS™ CASE STUDY

This is how leadership understands  
whether a conference is financially safe.



Presented by:  
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# Executive Summary



This presentation address a critical gap between **conference execution** and **executive financial accountability**.

While conferences often represent one of the largest discretionary marketing and operating expenses, most organizations lack a clear, repeatable way to quantify financial risk, identify hidden losses, and apply lessons learned year over year.

As a result, leadership teams approve significant event budgets without the visibility required to manage them as strategic investments.

The Event Forensics™ tool exists to reframe conferences from a logistics-driven activity into a financially governed business function.



# Context

Event Forensics™ delivers a forensic, data-backed breakdown of conference financial performance—in language leadership understands.

This tool explains:

- Where budget overruns originated
- Which contractual terms created financial exposure
- What savings opportunities were missed

Quantify Risk Before the Next Conference.

Attrition clauses, cancellation penalties, and under-negotiated concessions quietly introduce six- and seven-figure risks, yet these exposures are rarely quantified in advance.

Event Forensics™ identifies, monetizes, and mitigates these risks before contracts are signed again, not after losses occur.



# The Challenge

A company hosts its annual flagship conference, confident the budget is under control. After the event, finance uncovers six-figure penalties tied to room blocks and unused space, along with missed concessions that were negotiated but never tracked or enforced. Leadership asks what changed from last year — and no one can produce a clear, defensible answer because the data lives across agencies, vendors, and spreadsheets.

To offset the overrun, last-minute cuts are made to production and attendee experience. The event still happens, but it feels scaled back.

## **Sponsors notice. Attendees notice.**

Post-event feedback reflects a dip in perceived quality, turning a financial oversight into a brand issue. What should have been a strategic investment becomes a stress point — not because the conference failed, but because the risk was never measured, managed, or learned from.



## **Unquantified Financial Risk:**

When attrition, cancellation, and contract clauses aren't quantified in advance, organizations unknowingly expose themselves to six- and seven-figure liabilities that surface only after budgets are exceeded.

## **Lack of Identification of Hidden Losses:**

Missed concessions, weak contract terms, and untracked variances quietly erode conference ROI, inflating total event cost without ever appearing as a single visible line item.

## **Fragmented Information:**

When event data lives across spreadsheets, emails, and vendors, leadership loses the ability to analyze performance year over year, resulting in repeated mistakes and weakened negotiating power.

## **Brand Risk:**

Financial missteps behind the scenes often translate into reduced production quality, sponsor dissatisfaction, or attendee experience failures that directly impact brand credibility and trust.

# Why Event Forensics™



## It Quantifies Financial Risk Before It Becomes a Loss

Event Forensics™ translates attrition, cancellation, and contract exposure into real dollar amounts, allowing leadership to mitigate risk proactively instead of reacting after budgets are exceeded.

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## It Creates a Single Source of Truth for Executive Decision-Making

Event Forensics™ consolidates fragmented event data into one defensible, reusable financial artifact that supports budget planning, contract negotiations, and year-over-year performance analysis.



## It Recovers Hidden Value Already Embedded in Your Events

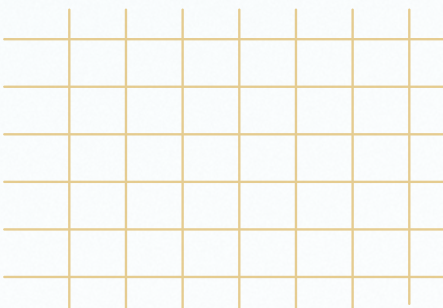
By identifying missed concessions, underutilized contract terms, and untracked variances, Event Forensics™ surfaces savings that would otherwise remain invisible and unrecovered.

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## It Protects Brand Equity by Stabilizing the Event Experience

When financial exposure is controlled, organizations avoid last-minute cuts that compromise production quality, sponsor confidence, and attendee perception — safeguarding the brand as well as the balance sheet.





# Our Operating Principles

Our values guide how we lead and execute when timelines are tight and expectations are high. Our principles ensure clarity, accountability, and consistent delivery under pressure.



## Ownership

We step in fully and assume responsibility when execution risk is high.



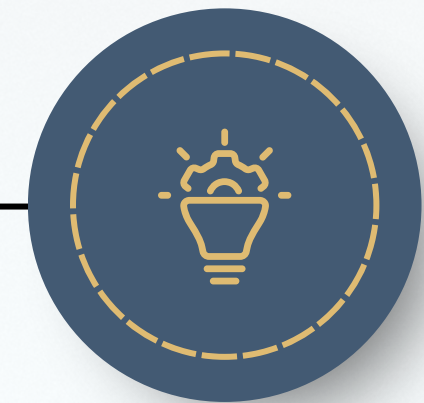
## Collaboration

We integrate seamlessly with internal teams, vendors, and leadership.



## Precision

We focus on details that materially affect attendee experience and brand perception.



## Execution Discipline

We prioritize clarity, structure, and follow-through under pressure.



# Event Forensics™ At Work

Event Forensics™ applies a forensic, financial lens to conferences—analyzing contracts, budgets, and outcomes to reveal risk, recover hidden value, and inform smarter decisions for future events. It transforms scattered event data into a clear, executive-level financial narrative that leadership can use to plan, negotiate, and approve conferences with confidence.





# Key Outcomes

Event Forensics™ is a strategic and holistic tool, and when paired with operational maturity of the events creates disciplined vendor management and procurement oversight. Clients see improved cost efficiency and reduced execution burden, allowing internal leadership to remain focused on strategic priorities.

## Reduced Financial Exposure Across the Event Portfolio:

Financial stability, proactive approach and quantified visibility into risks.

## Recovery of Hidden and Unrealized Value:

Recovers funds, identifies underutilized contract terms, prevents cost leakage.

## Executive-Level Decision Intelligence:

All event financial data is consolidated into a single, standardized, reusable artifact designed for leadership review.

## Institutional Learning and Year-Over-Year Improvement:

Event performance data is normalized across years, enabling trend analysis and identification of recurring risk drivers.



# Get in Touch

We support organizations planning complex, high-impact events where execution matters. Contact us to start the conversation.



## Email

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## Website

[www.psg-events.com/event-forensics](http://www.psg-events.com/event-forensics)

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## Location

Serving the US & EU

