

Data/Digital Self-assessment Checklist

Here's a simple list of questions for the CEOs who want to understand how their own actions shape their team's and, ultimately, their business' approach to data and digital. These are about determining your perceived presence and how that might set priorities for your business without you noticing. Please [read the blog here](#) for a broader explanation of using this checklist.

Your engagement with your digital assets and systems

External

- Do you register for your events as a visitor? Who notices when you do?
- Do you fill out lead generation forms on your websites? Who notices when you do?
- Have you personally logged in to a members area your business has created?
- Have you personally downloaded a piece of gated content your business has created?
- Are you following the social media accounts of your top shows?
- Do you receive marketing emails from your top shows?

Internal

- Do you have a CRM account? Do you log in to see reports or a dashboard?
- Can you name your CRM, registration, email marketing, marketing automation, virtual event platform or other tech vendors?

Organisational and Management processes

- Do you have someone responsible for Digital who's not your head of IT and does not report to the IT function? And If not IT, to whom do they report?
- How often do you engage with your Director of Marketing? To whom does Marketing report?
- How much of your revenue is attributed to marketing?
- Do you receive a weekly lead generation and conversion report for your top shows?
- Do you receive a weekly visitor acquisition trend report for your top shows?
- Do you receive a quarterly data quality report?

Advanced / Business minded tech questions for your techies

- Do the visitor product interest categories on your visitor registration form (exactly) match the exhibitor product categories in your CRM?
- What's the contact/account ratio in your CRM?
- Do you have a data quality metric? What is it made up of? Recency? Completeness? What else?

I hope you enjoyed these taster questions. I've used many more topics and questions that could be helpful on your digital journey. If you'd like to explore more, you can contact me by:

- [email](#)
- [Website](#)
- [Meeting](#)

Kind regards

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