

Winning with Impact: a guide for sales teams

Four things Impact gives you to put in front of a client at pitch or bid stage

Clients often now score your pitches on sustainability and social value, not just price and creative. You know this. **Impact gives you the numbers to win those marks** - your company's track record, your proposal's performance, its UN SDG alignment and its Social Value.

Everything is benchmarked against a global event dataset - worldwide, by geography, by client sector and/or by event type - and independently reviewed by event:decision.

What you can show	How it works	Use it in the room
1. Your company's performance	Every review builds your company's track record in the Intelligence Hub: overall ESG performance, benchmarked globally, by geography, client sector and/or event type.	Say this: <i>"Here's how our events actually perform against the rest of the event industry - and within your sector. Audited, not self-declared."</i>
2. Your proposal's ESG performance	Review the proposal before you submit. Your Scorecard rates its Environmental, Social and Governance performance, benchmarked globally, by geography, client sector and/or event type. The review flags quick improvements as you go, strengthening the proposal as you design it.	Say this: <i>"This isn't a promise - here's the independently reviewed ESG scorecard for what we're proposing, against other events like yours."</i>
3. UN SDG alignment	Your Scorecard shows exactly which UN Sustainable Development Goals the proposal supports, and how many. Most clients report against the SDGs - your proposal plugs straight into that reporting.	Say this: <i>"Our proposal aligns with [X] UN Sustainable Development Goals - here's which ones, which amplify your own published values in this area."</i>
4. SaVY - the Social Value number	SaVY (Social Value Yield) turns the proposal's social performance into a % of event budget: a carbon footprint, but for social value. Procurement increasingly asks for this number. Most competitors can't give one.	Say this: <i>"This event delivers an estimated \$£[X] in social value - [X]% of the whole budget."</i>



How to use Impact on a live bid

Before you submit: run a pre-event review (~7 mins). event:decision audits this and returns your Scorecard same day - ESG benchmark, UNSDG alignment and Social Value Yield – PDF & ready to drop into your proposal.

After you win and deliver: run the post-event review. Now you have evidence of what was delivered - the proof that wins the renewal and the next pitch.

Need a review for a bid? Talk to your sustainability lead - they hold your Impact tokens and can get a Scorecard turned around for your deadline. Or www.eventdecision.com/impact · hello@eventdecision.com · +44 (0)333 202 6985