

The Event Networking Value Gap Checklist

A practical scoring tool for event organisers who want to stop leaving face-to-face networking to chance.



Use this checklist to assess:

- How well your event prepares attendees to connect
- Whether networking is being supported in the room
- What happens after the event and how value is evidenced
- Whether sponsor, trust and data handling are fit for purpose

Before

Prepare the room

During

Help people connect

After

Prove what happened

How to use this checklist

This checklist is designed for event organisers, conference teams, business networking hosts, sponsors, venues and community managers. It helps you assess whether your event is simply filling a room, or actively helping people find useful face-to-face conversations.

Scoring key

0 No

1 Partly

2 Yes / working well

The process

1

Score each item

Mark 0, 1 or 2 for each question. Be honest. This is not about looking good; it is about finding where value is leaking.

2

Add up each section

Calculate your section totals for before, during, after, and sponsor/trust readiness.

3

Find your value gap

Use the scorecard at the end to understand whether networking is being designed, measured and improved.

4

Choose your next action

Pick three improvements you can make before your next event. Small changes can make the room much more useful.

A busy room is not the same as a useful room.

The aim is to understand whether your attendees can find the right people and whether you can prove what happened.

1

Before the event

Good networking starts before people walk into the room. Score how well your event prepares attendees, organisers and sponsors for useful conversations.

Scoring key

0

No

1

Partly

2

Yes / working well

Checklist item

0

1

2

1.1

Attendees can see who else is coming before the event.

They are not arriving blind or relying only on name badges.

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1.2

Attendees can state what they are looking for.

For example: clients, partners, suppliers, investors, peers, collaborators or advice.

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1.3

Attendees can state what they can offer.

The room is easier to use when people can signal value clearly.

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1.4

The organiser can see attendee intent before the room fills.

This helps with introductions, facilitation, sponsor planning and room design.

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1.5

Sponsors or partners can understand the audience before or during the event.

Not individual follow-up unless consent is in place; the point is useful, responsible insight.

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1.6

The event has a clear networking prompt or purpose.

Attendees know what kind of conversations the event is designed to support.

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Before the event total

score

Notes / evidence

2

During the event

A busy room is not the same as a useful room. Score whether attendees can find the right people and whether organisers can understand what is happening live.

Scoring key

0

No

1

Partly

2

Yes / working well

Checklist item

0

1

2

2.1

Attendees can quickly find useful people to speak to.

Not just whoever is nearest, loudest or already familiar.

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2.2

First-time or quieter attendees are supported.

The event makes it easier for people to start conversations with confidence.

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2.3

The organiser actively encourages networking at the right moments.

For example: QR prompts, host mentions, screen prompts or facilitated introductions.

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2.4

Attendees have a simple way to understand who is in the room.

The experience should work without downloading a new app.

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2.5

The organiser can see engagement while the event is live.

Useful signals include opt-ins, profile views, clicks, connection activity and sponsor engagement.

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2.6

Sponsors are visible in a way that can be measured.

Go beyond logos. Consider views, clicks, opt-ins or clearly attributable engagement.

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2.7

Networking is treated as part of the event design, not a gap between sessions.

The most valuable part of the event should not be left entirely to chance.

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During the event total

score

Notes / evidence

3

After the event

The best events create value after the room empties. Score whether attendees can follow up and whether organisers can learn what happened.

Scoring key

0

No

1

Partly

2

Yes / working well

Checklist item

0

1

2

3.1

Attendees have a clear follow-up window after the event.

Useful conversations should not disappear as soon as people leave the venue.

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3.2

Attendees can revisit useful profiles or links after the event.

Follow-up should be easier than searching through business cards, badges or memory.

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3.3

The organiser can review networking activity after the event.

For example: opt-ins, attendee intent, connection activity, profile views and engagement patterns.

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3.4

The organiser can prove sponsor engagement.

Sponsors need evidence, not just exposure.

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3.5

The event team can learn what worked and improve the next event.

Networking data should inform future formats, prompts, sponsors and audience design.

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3.6

The organiser can compare performance across events.

Repeat events should build knowledge rather than start from scratch every time.

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After the event total

score

Notes / evidence

4

Sponsor, trust and data readiness

Strong event networking needs trust. Score whether your sponsor, consent, AI and data handling are clear enough for serious organisers and attendees.

Scoring key

0

No

1

Partly

2

Yes / working well

Checklist item

0

1

2

4.1

Attendees understand what they are sharing and why.

Opt-in, visibility and follow-up expectations should be clear.

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4.2

The organiser has a clear consent route for sponsor follow-up.

Sponsor contact should depend on explicit permission, not assumption.

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4.3

Custom questions have clear visibility settings.

Some answers may be public to the room; others should be organiser-only.

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4.4

Attendee-level visibility is time-limited.

Long-term insight should not mean permanent attendee-level room data.

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4.5

The event has a responsible data retention approach.

Aggregated insight can remain useful while attendee-level data is handled carefully.

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4.6

AI use is explainable and supportive.

AI should help people start better conversations, not replace human judgement or rank people by worth.

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Sponsor, trust and data total

score

Notes / evidence

Your event networking scorecard

Add your section totals, then use the guide below to identify the size of your networking value gap.

Section	Your score	
Before the event		/ 12
During the event		/ 14
After the event		/ 12
Sponsor, trust and data		/ 12
Total score		/ 50

What your score means

0-15: High value gap

Networking is mostly being left to chance. Start by helping attendees see who is in the room and what people are looking for.

16-30: Emerging structure

Your event has some good ingredients, but the networking journey needs clearer design, support and measurement.

31-42: Strong foundation

You are supporting networking well. Focus on proving value, improving sponsor evidence and comparing performance over time.

43-50: Advanced

You are close to a network-intelligence approach. Keep optimising, benchmarking and learning from each event.

Turn your score into action

The best checklist is the one that changes what happens next. Use this page to choose three improvements before your next event.

My top three networking value gaps

1

2

3

How WITR helps close the gap

Prove the value of the room.

One QR code helps attendees see who is in the room, share why they are there and find better face-to-face conversations.

Organisers get live network intelligence before, during and after the event.

Download page: <https://witr.info/event-networking-value-gap-checklist>