

moments of
impact

From Event to Impact:
Measuring the Legacy of
Landmark Events



PERTH CONVENTION AND
EXHIBITION CENTRE

At the Perth Convention and Exhibition Centre, we've always believed an event is more than just a moment in time. It's a catalyst.

Every day, our venue brings together the people, ideas, and conversations shaping the future of Western Australia, across industries, and communities. From education summits and health forums to charity galas and global expos, the outcomes of these landmark events often stretch far beyond what happens in the room.

Moments of Impact, our new Legacy Program, is designed to tell a story that celebrates and captures the ripple effect. We follow those outcomes beyond the event to show how the conversations that happen here influence tomorrow's world.

The true value of an event isn't only measured in attendance or revenue, but in the lasting change it inspires; for people, industries, and communities.

We work closely with organisers to track their event across three key phases, which is then turned into a video case study. Our role is to help capture the value that's already being created in our spaces, and make sure it's seen, shared, and remembered.





Moments of Impact:

Partnering with You to Measure and Share Your Event's Legacy

Your event already delivers impact.

We provide a platform to make it visible and lasting.

1

Make outcomes visible

Track and share the real-world difference your event makes. Demonstrate tangible outcomes and return on investment.

2

Strengthen your story

Give partners, sponsors, and audiences a clearer narrative about what your event achieved and why it mattered.

3

Extend your reach

Turn an event into an ongoing conversation, with impact content that lives on through co-branded storytelling

4

Improve reporting

Support post-event wrap-ups with outcome-focused data, case content, and proof points that matter to funders and boards.

5

Create momentum

Position your organisation as an industry leader in driving change. Use visible impact to attract future partners, build advocacy, and drive continuity for your cause, campaign, or initiative.

How the program works

Each event journey will be captured across three key phases:

1

Before the event

Define the ambition

Before the event begins, we get to know your goals and the purpose of the event from the start. What's the purpose? Who benefits? What legacy do you want it to leave? What impact do you hope to make? This becomes the narrative thread we follow through the entire process.

2

During the event

Capture the energy

We document the moments that bring your event to life including conversations, connections, and key moments that reflect your event's purpose in action. This can include interviews, behind-the-scenes access, or activations, shaped to fit your event format.

3

After the event

Track the impact

After the event, we capture what happened next through outcomes like funds raised, decisions made, partnerships formed. These are shaped into a clear impact narrative, backed by data, testimonials, and content that can be used across media, reporting, and future campaigns.

A Moment of **Impact**:

Unite Against MND Ball 2025

Before the event

The goal was clear: raise funds to support the critical work of Motor Neurone Disease WA, while building awareness and momentum for future advocacy.

During the event

Held at PCEC in May 2025, the Ball brought together hundreds of supporters for an evening of generosity and connection. Live auctions, personal stories, partner activations, and media engagement were all captured as part of the night's story.

After the event

Over \$210,000 was raised, and the ripple effect continued. The funds supported essential services and research, new partnerships were formed, and the impact story helped drive further engagement long after the night ended.



Let's Promote your **Moment of Impact**

Every event held at PCEC contributes to something bigger than itself. Whether your event sparks new ways of thinking, helps build lasting partnerships, or raises funds that go on to benefit communities across Western Australia, we're here to help make that legacy visible.

We invite you to partner with us on this journey, to ensure your event's story is shared, celebrated and remembered for its impact.

Contact liz.deprose@pcec.com.au to get started



Scan the QR code
to learn more.

