FOR BUSINESSES · TEMPLATE

Sample Campaign Report Template

The structure of a Conversations That Count campaign report.

Template only. It contains no results, targets or forecasts. Reports never include personal health details, private disclosures or identifiable information about participants who did not request an introduction.

1. Campaign summary

Business objective	
Audience	
Format	
Hosts and contributors	
Period	

2. Activity metrics

Measure	Planned	Delivered
Sessions delivered		
Invitations issued (by hosts)		
Registrations		

3. Engagement metrics

Measure	Result	Note
Attendance		
Resource requests		Aggregate only
Usefulness rating (anonymous)		Combined where groups are small

4. Relationship metrics

Measure	Result	Note
Introductions explicitly requested		Participant-initiated only

Measure	Result	Note
Authorised follow-up completed		Reported by business

5. Commercial metrics (business-verified)

Measure	Result	Source
Opportunities		Business CRM
Proposals		Business CRM
Sales		Business CRM

6. Social-value metrics

Measure	Result
Participant feedback themes (aggregate)	
Resource uptake	
Other agreed indicators	

7. Trust and quality

- Consent procedures followed
- Safeguarding arrangements in place (no case details)
- Issues and learning

8. Review and next steps

What worked, what to refine, and recommendations for the next phase.