



# **How to verify your event in TRACE**

# How can be I confident in my data?

Knowing what to look out for when checking your work can help ensure that the results that you're reporting on are at their most accurate.

Use this guide as a starting point to help you spot some common errors of data input and collection.

**The  
Energy &  
Waste  
Modules**

**How much  
space are you  
using in the  
venue?**

Are you estimating your energy or waste? The size and type of venue will make a difference here.

Does the venue have lots of open space included as part of the hire, how much of that space actually has energy or waste requirements?

For example, a 1000m<sup>2</sup> venue for 50 people gives an allowance of 20m<sup>2</sup> per person, does that feel realistic for your event?

## The Waste Module

# What's in the bins?

Every event will have created waste whether from production or audience waste during live show. Have you accounted for that waste in the waste module or estimated it if you're unable to get hold of specific values?

It's also worth noting that production materials marked as 'into waste or recycling' will need to be accounted for here as the weights are not pulled through to the dashboard automatically.

We've put together guides to the waste module [here](#) to help make sense of where your waste is coming from and going.

**The  
Production  
& Graphics  
Modules**

# How heavy is a sign?

We've also put together our [materials calculator](#) to help guide you with how heavy your production materials are.

Be careful here with your units here too as there may be conversions of grams to kilograms as your input data from suppliers.

**The  
Audience  
Travel  
& Event  
Transport  
Modules**

# Which Paris is it?

The transport sections in TRACE run via a Google API to calculate the mileage. Be specific with your data to aid accuracy eg. is it *Paris, France* or *Paris, Texas*,

In regards to postcodes and zipcodes, placing the country/state after will help google decipher where you are. Eg. 90210, CA

Cast your eye over the distances, do they feel right, the difference between a trip to France from London compared to a trip to the US should be easy to spot. Are there any gaps in the data? If so, why?

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# How much can one person eat?

Do the total amount of covers in your event plan match up with TRACE?

Remember to bear in mind that canapés and samples are counted individually.

Eg

A 3 course dinner with a canapé reception (5 each, you're a feeder) would sit as 8 'covers' per person.

So for a 100 person dinner, your total should be 800.

**The  
Food &  
Drinks  
Module**

# How much of a party is it?

Within the drink section it's worth paying special attention to the packaging sizes we have built into TRACE.

We've seen examples where the drinks data equated to a 1L bottle of spirit per person + wine and beer! for a single day. We can only imagine the state of things the following morning!

Double checking the volumes of liquid consumed is worthwhile, you know delegates best and what to expect of their consumption!

# Where's everyone sleeping?

Correct input of the number of nights and number of rooms can impact your results, especially when input at scale.

It's possible that you booked *1000 rooms for 1 night*, but less likely that you've booked *1 room for 1000 nights*.

Or maybe, you've got a multi day event, with plenty of global travel data, but no accommodation input? Where's everyone going to stay?

If you're unable to get this data from your delegates, are you including this in your report to investigate a data collection method for future events?

All Modules

# Check your units

Not checking your units can lead your results to be out by at least a factor of 10.

Is your event in the US?

TRACE will automatically use lbs for material weights, which, if you're copying values from kgs could drastically impact your results.

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**All Modules**

# **Does every module have data in?**

Have you input data in every module?

If not, have you acknowledged in your final report the challenges that you faced in data collection?

The gaps in your data can tell as interesting a story as the fully accounted for modules.

# Have you marked your supplier data as complete?

All Modules

If you are aware that your suppliers have provided data for you and you can see it in the module then why is your dashboard is looking surprisingly low in footprint for certain areas?

Have you marked the data as 'complete'? Once you've checked the data, click the orange button on each of the supplier tabs in all of the modules. You can double check this on your event homepage as your supplier data status will now read 'complete'

Your dashboard will now reflect your suppliers contributions.

# Completed?

Now that you've verified your event, you're ready to mark it as complete!

This helps you sort through the events you're still working on and also leads to you contributing to our annual 'temperature check report' where we can build up a picture of the whole events industry.



**Still have questions?**

**Book a data verification here**

