

## Summary

To reach the goals of a product or service, a Key Performance Indicators have to be made. With these indicators the goals can be clarified if it is a success or not. For the company Field trip 2k19 there were six Key Performance Indicators made. Most of the Key Performance Indicators can only be accomplished during the program itself.

The first indicator is that the company wants a minimum of 90% of the student participating the program that the Field trip 2k19 is offering. In September the total number of students participating the Leisure and Events management education will be known, only then we can change the estimation into real numbers. On the first day of the week we can check if we have reached our goal.

Field trip 2k19 want to make use of five different social media platforms: ELO, Facebook, Instagram, Whatsapp and their own website. The company wants to make sure that every student gets the right information on the right time. There for every platform gets its own success indicator.

For Facebook, the success will be if at least 80 % of the students participating in Leisure and Event studies saw the posts. For Instagram success is reached if 75% of the followers liked the posts.

Creating an account on the website will be mandatory. This step has to be taken in order for the organization team to measure how many students make use of the website. Success will be if 80% of the participants have activated their accounts and saw the most important posts. Updates about all these platforms will be uploaded on ELO.

WhatsApp will be used for important updates and last minute changes during the program itself, only the organization team is allowed to send messages. Success will be measured on the day of the post itself, when all the students adapt to the information they will receive via WhatsApp.

To make sure the program will happen, participants need to pay an amount of €270. The Key Performance Indicator is that the participating fee will be the same as previous years, that is €270. Due to inflation and VAT changes the price of this year needs to be raised to €280. The final price will be set on the 31<sup>st</sup> of August. For now the company has failed to pass this indicator.

The message of the storyline goes through each activity and company visit. The Key Performance Indicator for the storyline is set that 80 % of the students will understand the story. There will be different activities where the students have to improve their skills to make connections, for instance, solving riddles and finding clues. To check if the company has reached their indicator, the participants will receive a survey where the 80% can be calculated.

Also the company will pay attention to the quality of the presentations, to be more specific, there will be paid attention to the level of English from the speakers. The companies will be checked upfront by a rehearsal presentation or a video/ phone call. When the level of is not approved by the organization, the needed information for the presentations will be asked and will one of the organization will present for them.

At the end of the trip, there will be an evaluation form posted. The grading criteria will be determined by the client according to their standard and requirements. This evaluation form will be digital since it is easier, to sum up data digitally than on paper. The goal is to reach an overall grade of 8.5. The grade is given by the students with additional feedback.