



Chrysalis: Measurements of Success

*Data strategies to determine the effectiveness
of the experience.*

Why Measure Success?

The goal of measuring success is to see what worked and what did not so you can improve your project for next time.

Chrysalis, however, is an isolated event. It occurs in just one day and (as of right now) there are no plans to replicate it. So why is it important to measure its success?

Firstly, seeing how successful it is in terms of audience turnout and revenue is important data for the venue and artists to know for their own personal success journeys. Both parties want to know how well they are doing independent of their involvement with this one concert.

Secondly, and more importantly, measuring the success of Chrysalis will show us the effectiveness of creative mental health interventions. Ultimately, Chrysalis's focus is to support those with anxiety. Determining how successful it is will show us what the demand is for both innovative mental health programs and more insightful concert experiences.

The success of Chrysalis can change both the psychology and live music industries. If Chrysalis succeeds, the door will be open to new forms of mental health support.

Success for Chrysalis

Success for Chrysalis looks slightly different compared to the success of a typical concert.

Typical KPIs for a concert event would be ticket sales, attendance rates, audience satisfaction, merch revenue, and more¹. While these are important to Chrysalis's success, there are more factors to consider.

Chrysalis is not just a concert - it is a specialized concert for those struggling with anxiety.

Typical KPIs for mental health interventions are therapeutic breakthroughs/transformations, self-esteem levels, consistency of self-care, social support, and more².

The success of Chrysalis can only be fully analyzed by combining KPIs from both live events and mental health activities: attendance rate, social connection between attendees, ticket revenue and high reports of better anxiety management.



Forms of Success

Chrysalis's success varies across the different parties involved in the event.

Audience



The biggest success for an audience member would be to actually attend and work through their anxieties. Other successes would be enjoying themselves at the concert, forming connections with others, listening to good music, feeling safe, and not having to spend too much money.

Artists



Chrysalis will heavily feature smaller, local artists. Their main goal would be to gain new fans from the concert. New fans would bring in more social media followers and more music streams, which both contribute to a band's revenue. The artists would also hope to see high merch sales, if they provide their own merch to sell.

Venue



The venue that hosts Chrysalis would be most concerned with earning a high revenue through ticket and food sales, and low costs from organizing the actual event. Since the venue would most likely be smaller, they would also hope to gain more name recognition after the concert. Gaining new contacts for opening acts through the Chrysalis headliners would be another success.

Experiential Domains



Chrysalis's focus on supporting those with anxiety is what makes it so unique. As such, this event shares many similarities with the patient experience. Metrics like level of care, patient wellbeing, and accessibility are all important to the patient experience. Chrysalis must care for its audience in ways typical concerts do not.

However, Chrysalis is still a concert with live performers, which means the performer experience must be taken into account. The success of the performers impact the success of Chrysalis. Factors to consider are audience engagement, performer accommodations, equipment quality, and payment amounts.



Attendees' experiences begin online through the event website/socials, so the digital experience is vital to Chrysalis. Chrysalis needs to ensure their online spaces are accessible, heavily marketed, and well-designed (practically and visually). Metrics such as website visits, social media followers, and number of online connections between attendees should be tracked.

Measurement Approaches

There are many existing measurement approaches that can be used for Chrysalis.

Preexisting customer surveys can be used to gauge audience and artist satisfaction. The Net Provider Score (NPS) can be used to see if there is a demand for Chrysalis to become a reoccurring event. The Customer Effort Score (CES) can be used to see how much effort they had to exert to interact with the event³, such as navigating the website or completing the mental health activities.



Surveys used by health professional can be adopted as well, such as the GAD-7 and PHD-9. The GAD-7 measures a patient's anxiety levels⁴, while the PHD-7 measures their depression levels. For best results, attendees should be encouraged to fill these surveys before and after the event.

Things like ticket sales, attendance rates, website traction, and social media posts can also be used to gauge success.

Data Inventory



The above table categorizes different forms of success measurement that can be applied to Chrysalis using the four quadrants of data inventory.

The majority of measurements analyze quantitative data. Quantitative data tends to be easier to track compared to qualitative data, especially quantitative-descriptive data (reflected in the table).

Only two of the measurements analyze qualitative data, and we have little control over either. The qualitative-perceptual data relies on attendees (and artists) posting about their experience online, and the qualitative-descriptive data relies of attendees using the different resources available to them and participating in the mental health activities (like the wall of gratitude).

More thought needs to be put into strategies to capture qualitative data.

Dashboard

Below is a mock dashboard for data collected from measurement strategies.

No real statistics were used in the creation of this dashboard.



Thank you.



References

¹“Concert and Festival Production KPIs Dashboard.” *Modeliks*, www.modeliks.com/industries/professional-services/concert-and-festival-production-kpis-dashboard. Accessed 25 Nov. 2025.

²“Celebrating Progress: Recognizing Achievements in Mental Health.” *Positive Reset Mental Health Clinic*, 13 Feb. 2024, positiveresetontown.com/celebrating-progress-recognizing-achievements-in-mental-health/.

³Holm, Chrissy. “Feeling Overwhelmed? Take This Free Anxiety Test.” *Project Healthy Minds*, 5 Nov. 2025, app.projecthealthyminds.com/mental-health-blog/feeling-overwhelmed-take-this-free-anxiety-test?gad_source=1&gad_campaignid.

⁴“What is customer effort score (CES) & how do I measure it?” *Qualtrics XM*, 26 Oct. 2018, www.qualtrics.com/articles/customer-experience/customer-effort-score/.

