

# Event Name 2022 Event Report

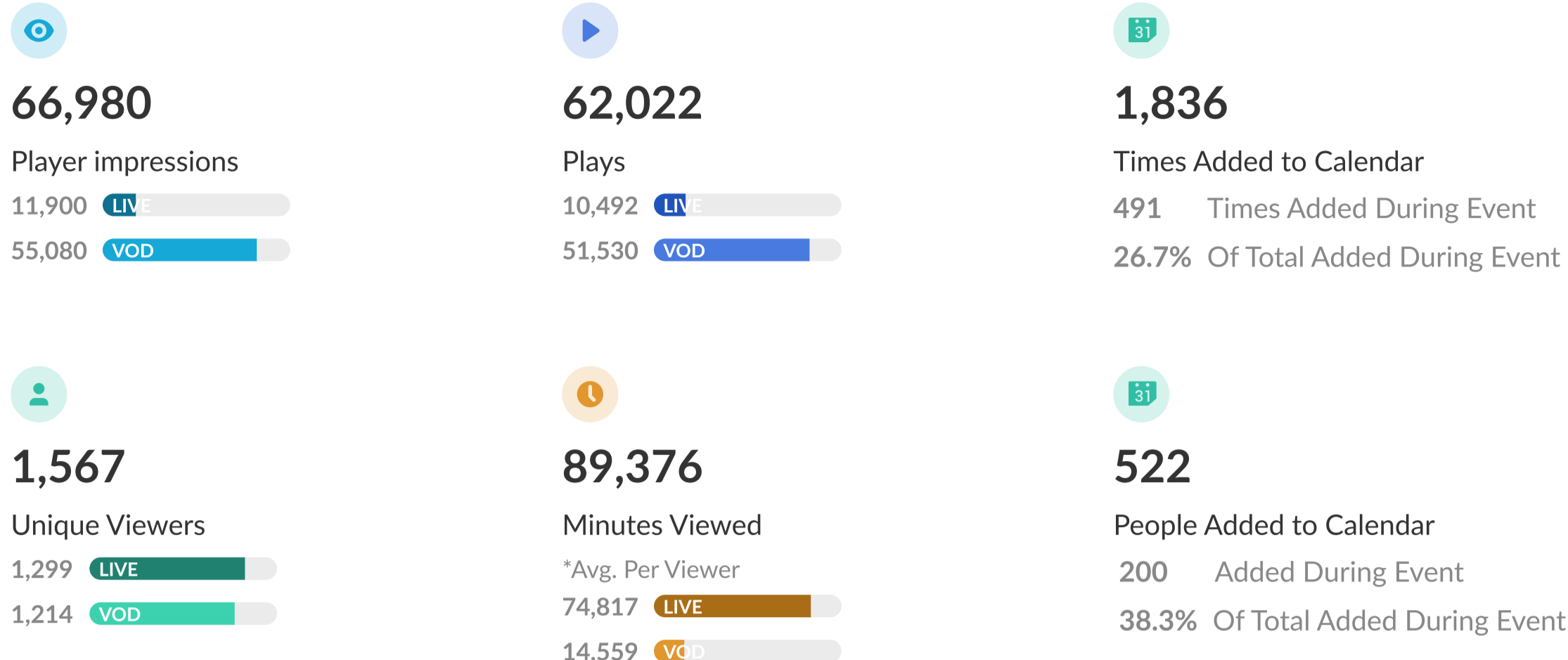
Jan 1 9:00 AM, 2022 EST - Jan 2 5:00 PM, 2021 EST

\* See glossary at the bottom of the report

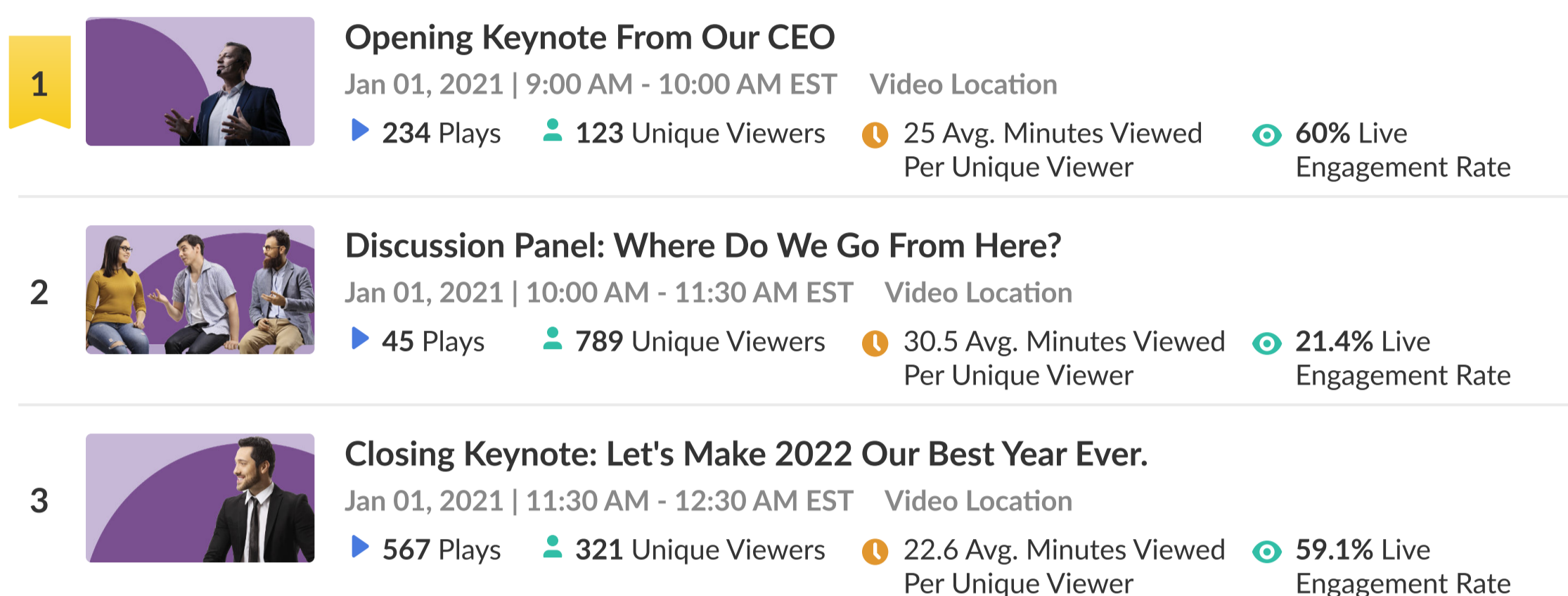
Branded Image

Your logo here

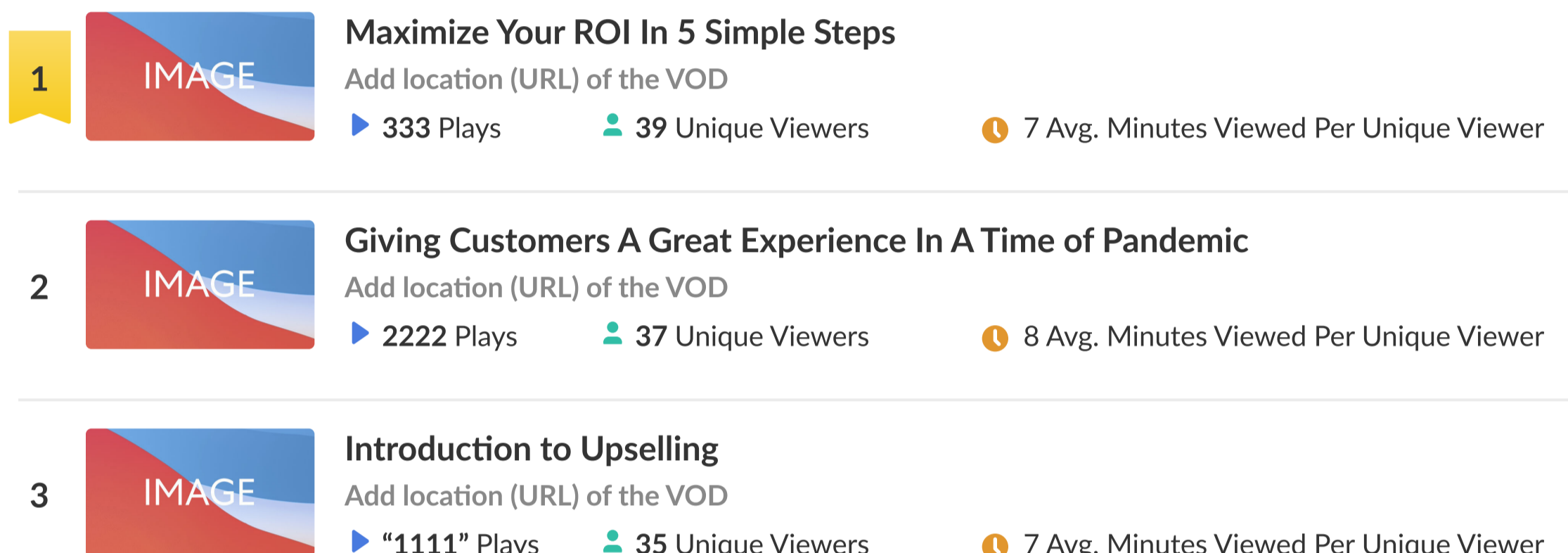
## Highlights



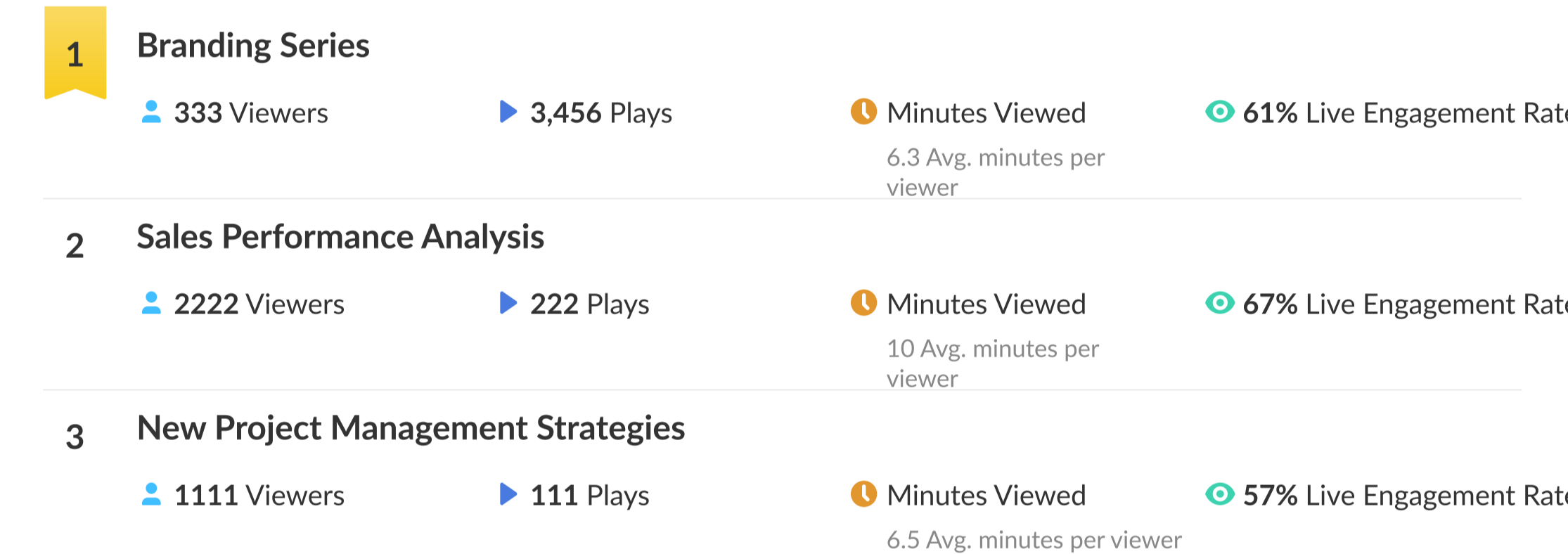
## Most Popular Live Sessions



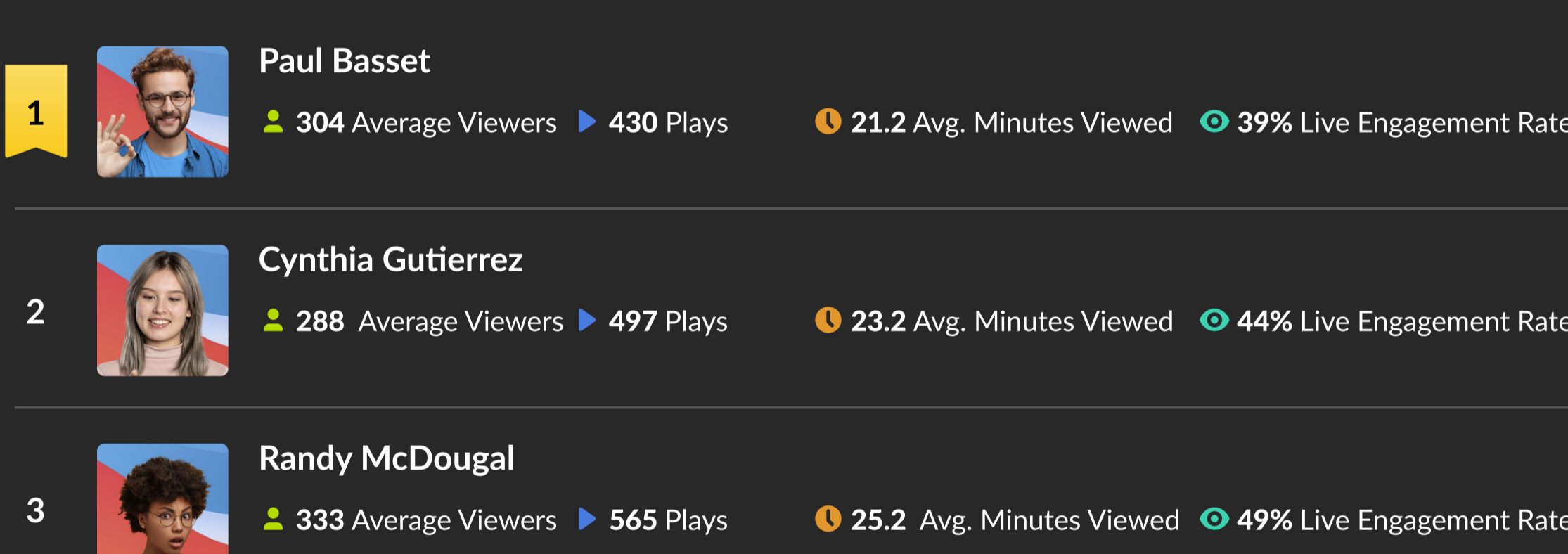
## Most Popular VODs



## Most Popular Tracks



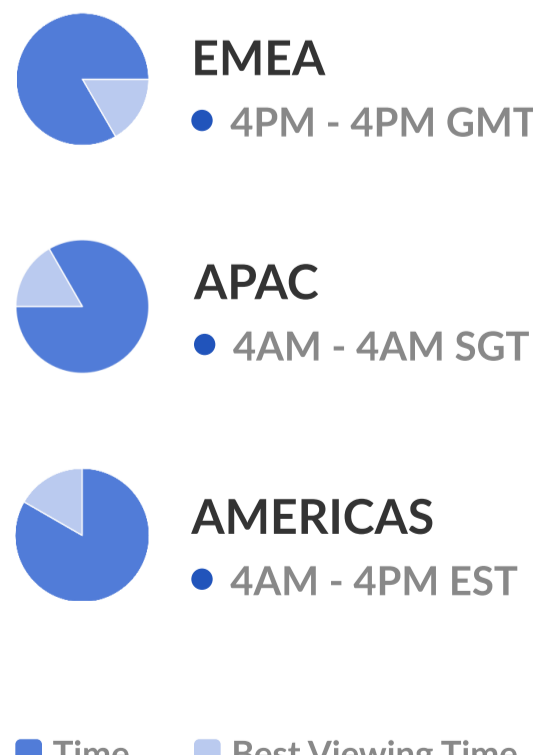
## Most Popular Speakers



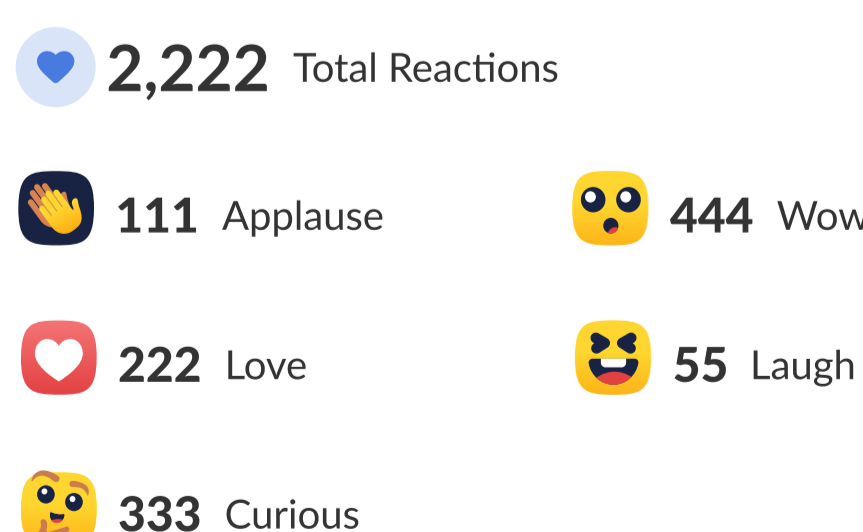
## Top Viewers Per Country



## Best Viewing Times



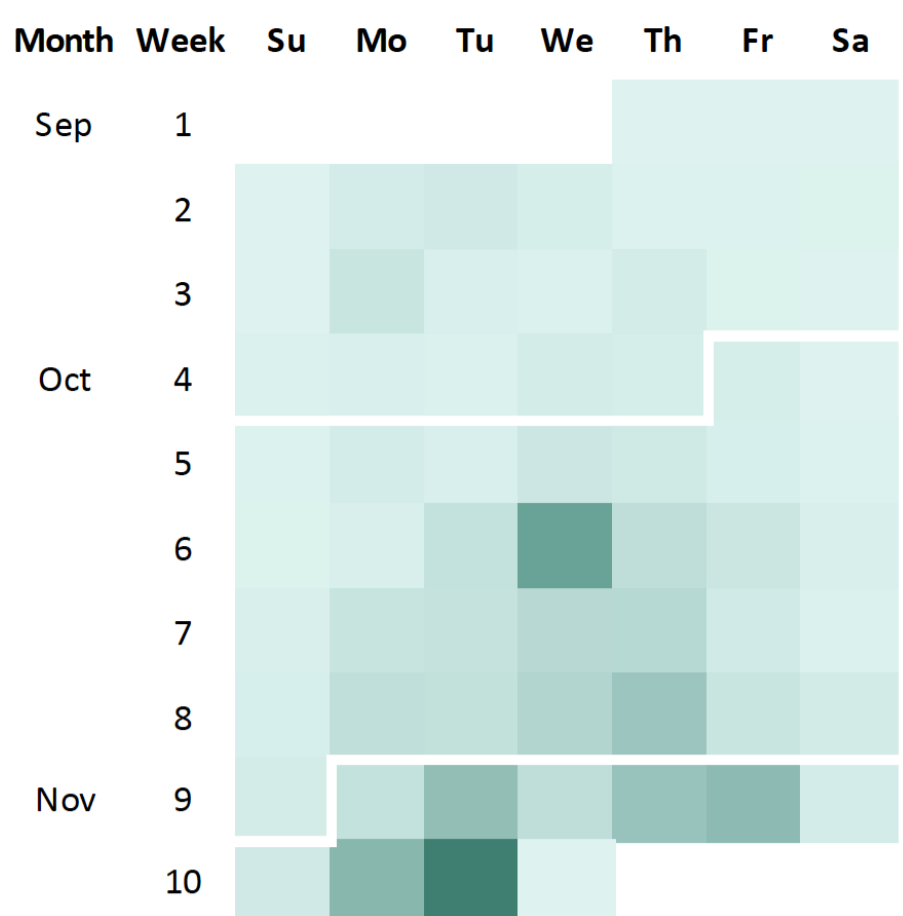
## Total Reactions



## LinkedIn Activity



## Registrations

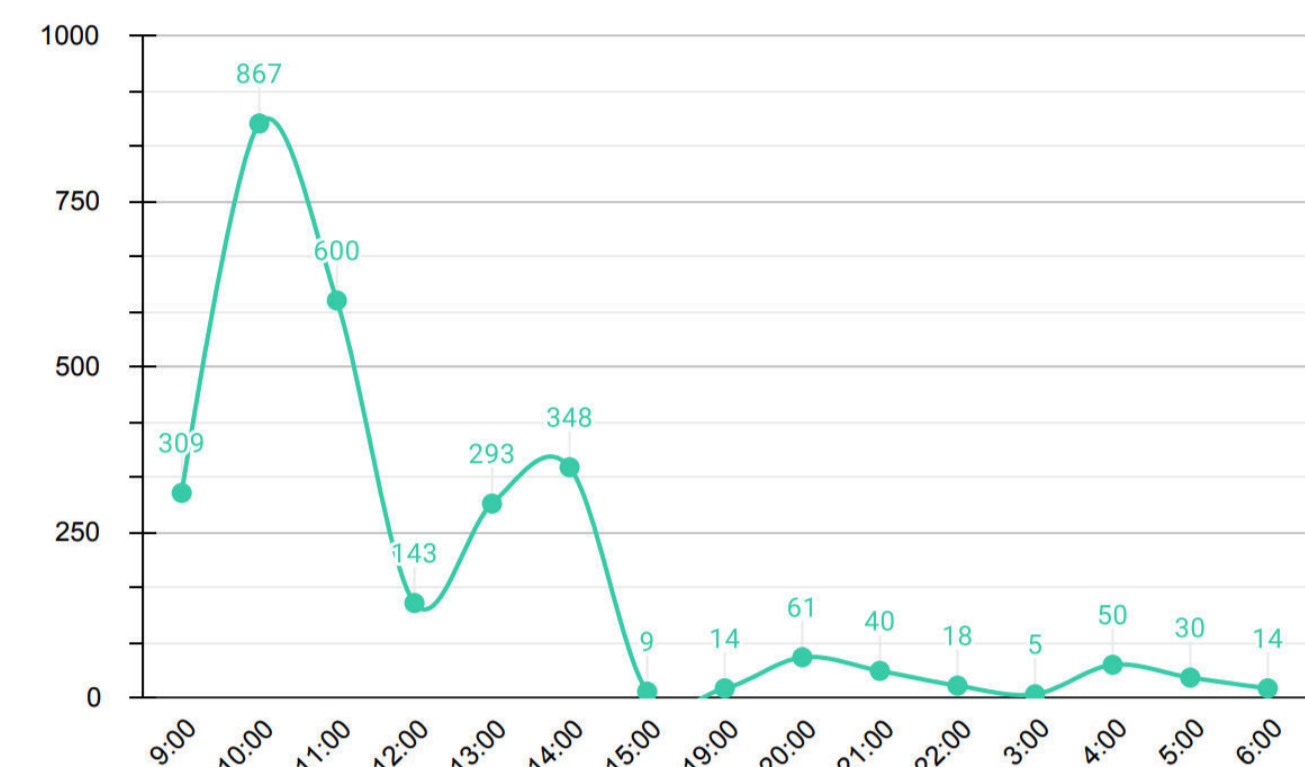


**2,345** Registrations

**456** Participated  
 3.4% Registration to Participation Rate

**1.2** Avg. Sessions Added To Calendar Per Add To Calendar Participant

## Participation Graph



● Add key finding or conclusion based on the participation data

## Participation By Industry

	Name	Attendees
1	Tech	432
2	Finance	321
3	Health	212
4	Retail	123

## Top Registrations by Source

- 1 Direct
- 2 Email
- 3 Social

## Registration by Country

1	United States	121	5	Germany	34
2	Israel	79	6	India	22
3	United Kingdom	69	7	Singapore	7
4	Canada	44	8	Australia	3

## Registration by Company

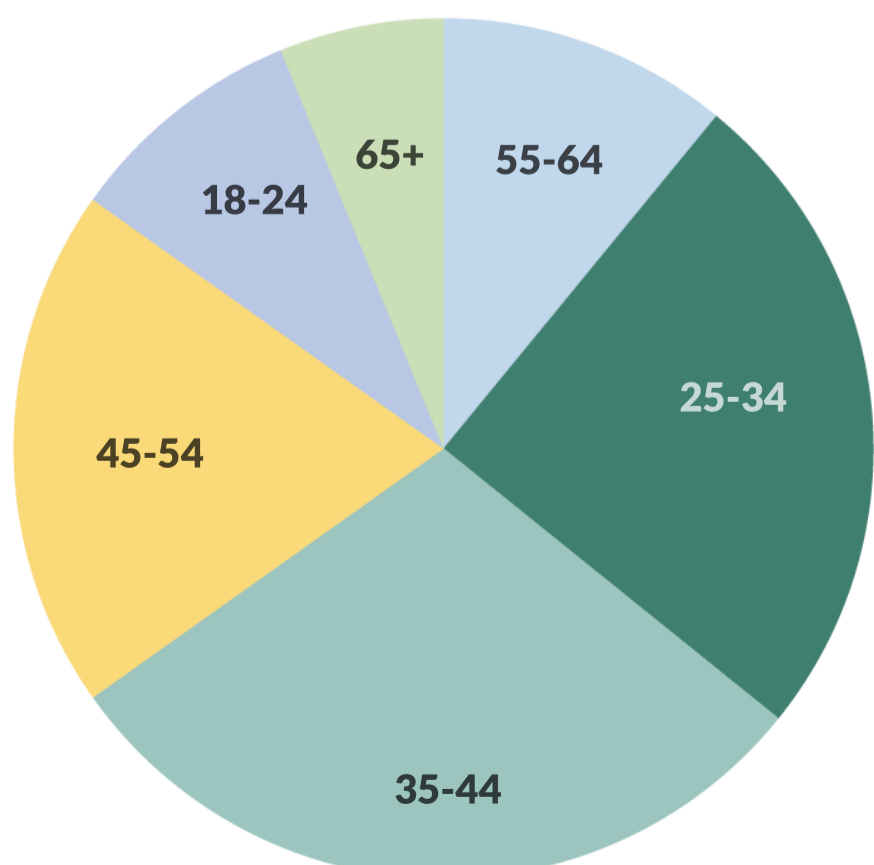
1	Name	122	5	Name	30
2	Name	89	6	Name	15
3	Name	71	7	Name	10
4	Name	61	8	Name	8

**1,111** Participants Watched More Than One Session  
 65% of Total Unique Viewers

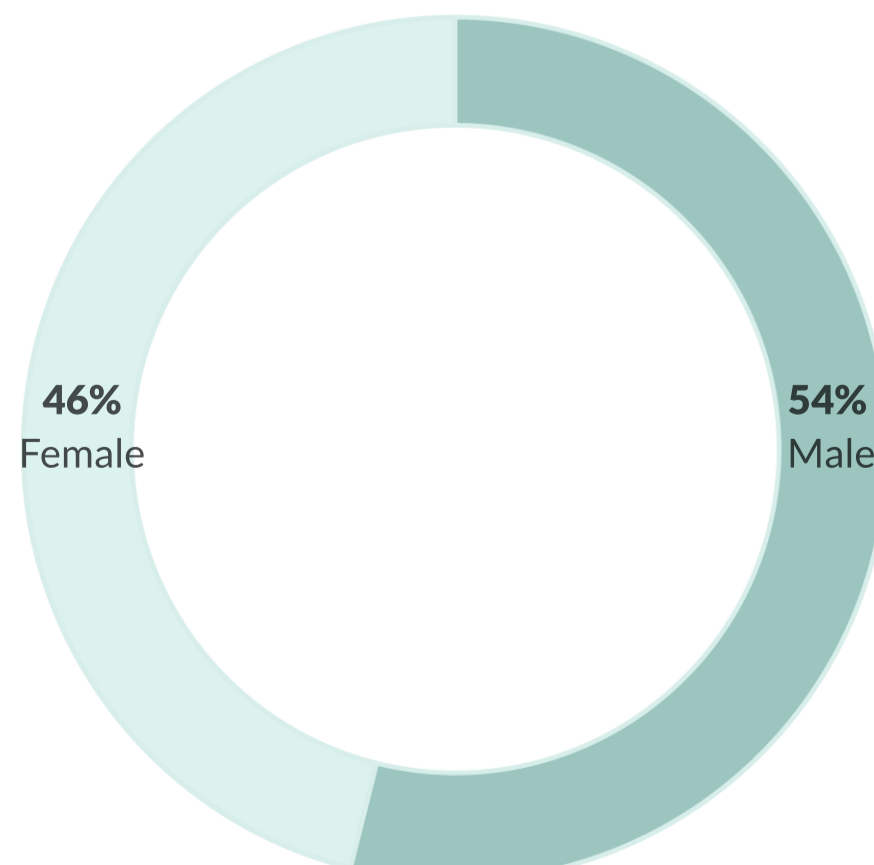
## Participants that Watched More than One Session Per Track

	Name	Participants
1	Branding series	333
2	Sales Performance Analysis	222
3	New Project Management Strategies	11

### Age Breakdown



### Gender Breakdown



## C&C Overview

**12%** Participation In Chats (P2P)  
\*Participated - Sent At Least 1 Message

**3456** Consented

**1234** Users With At Least 1 Connection

**5678** Invites Sent

**345** Viewers Participated In Chats

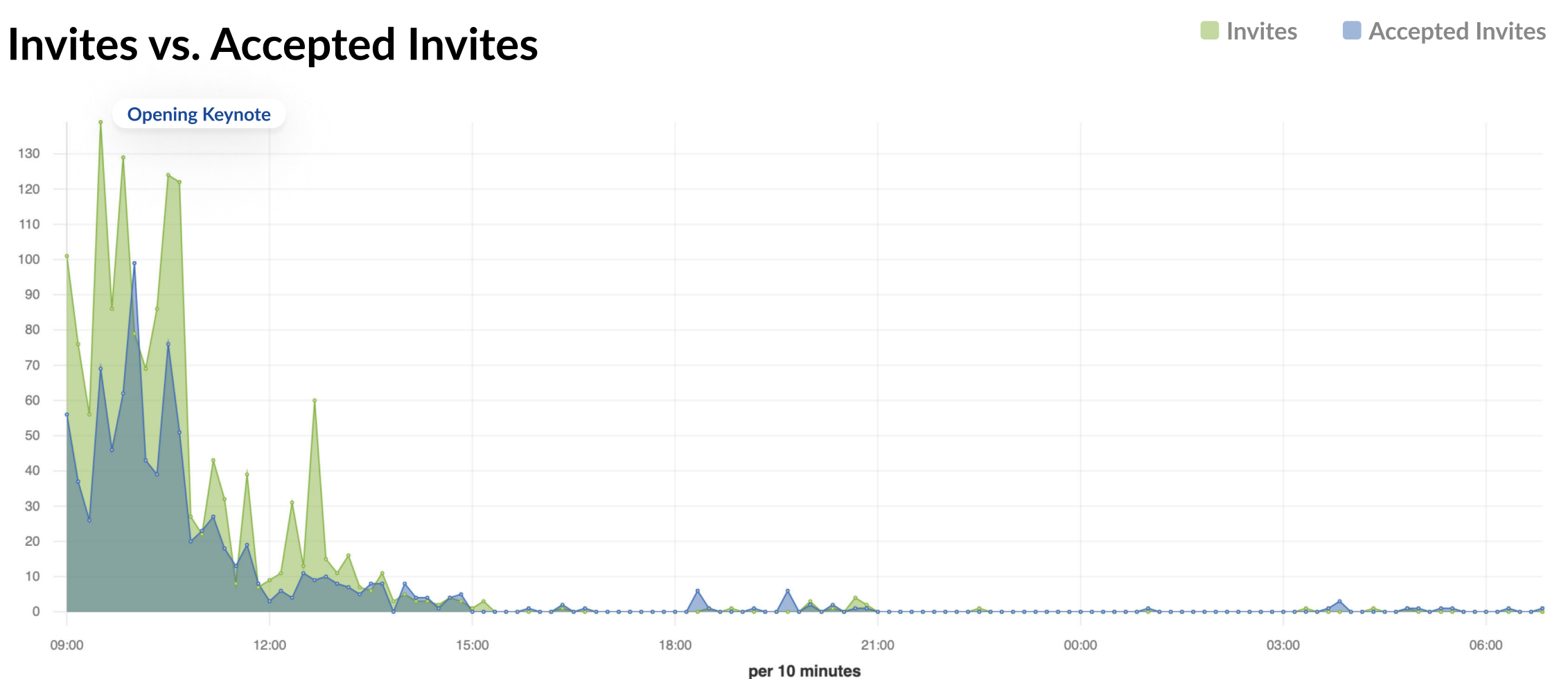
**123** Invites Accepted

**234** Notifications Sent

## C&C Insight

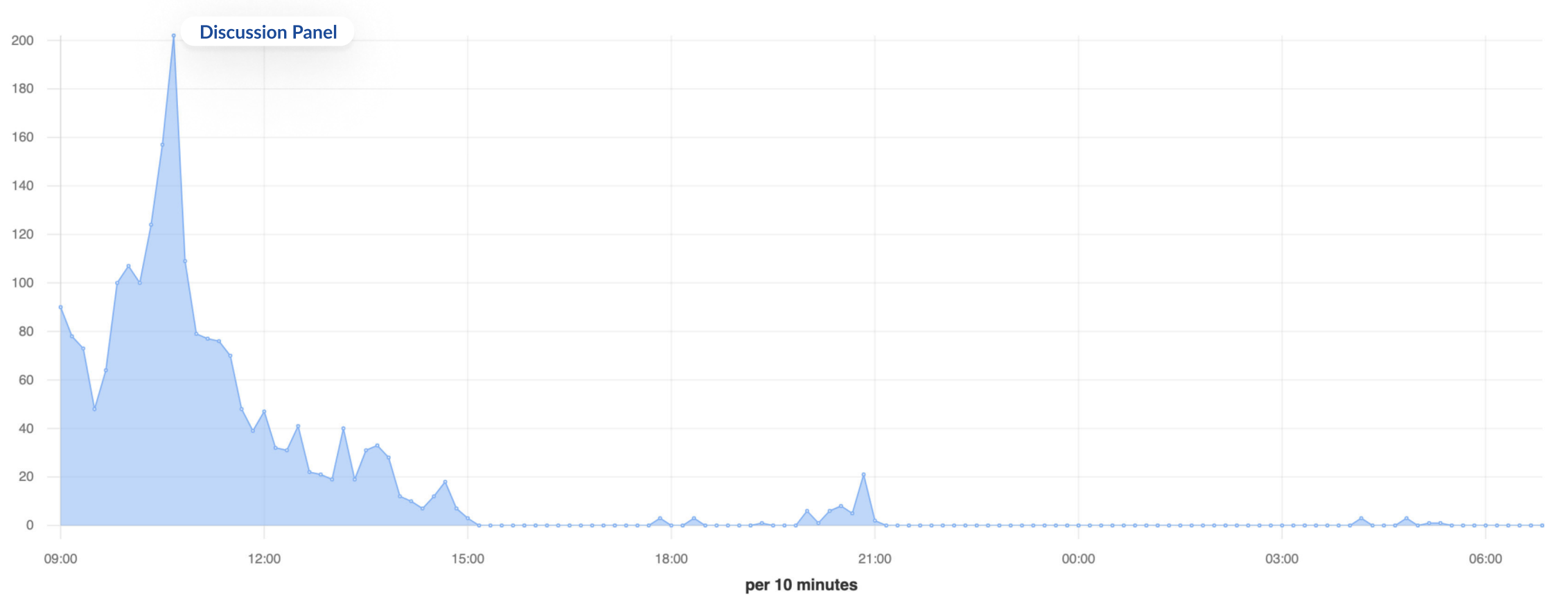
• Add key finding or conclusion based on C&C data

## Invites vs. Accepted Invites



## Messages Over Time

**123** Messages Between Attendees



## Moderated Chat

**12** Most Threads By Single Attendee

**2.3** Avg. Threads Per Context

**3.5** Avg. Messages Per Context

**12.1** Avg. Messages Per Channel

**21** Avg. Messages Per Entry

**4.5** Avg. Threads Per Attendee

**6.7** Avg. Messages Per Attendee



**11** Users Sent To Moderators

**22** Messages Between Attendees and Moderators

**3** Discussion Panel: Where Do We Go From Here?

## Top Chat User Activity by Session

	Name	Unique Participants
1	Opening Keynote From Our CEO	234
2	Discussion Panel: Where Do We Go From Here?	123
3	Closing Keynote - Putting It All Together	34

## Polls Insights

**4.3** Average Session Satisfaction Score (282 Votes)

• Add key finding or conclusion based on C&C data

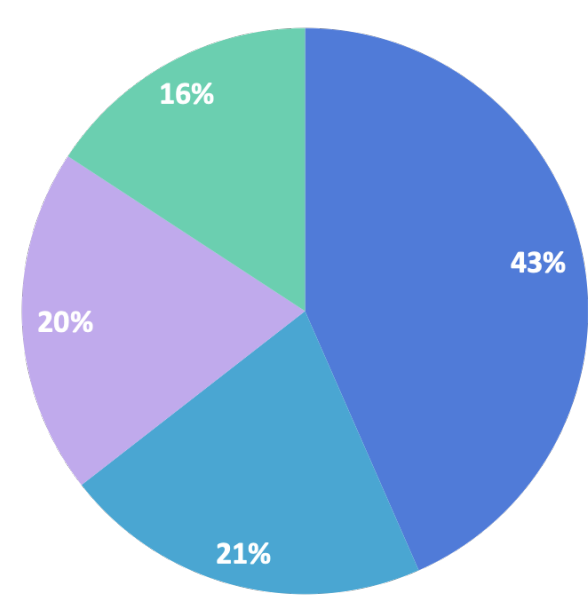
## Top Polls by Participations

**22%** Of Live Viewers Participated In Polls

	Poll Question	Session	Votes
1	Are you happy with your CEO?	Opening Keynote	123
2	How satisfied are your customers, on a scale from 1 to 5?	Discussion Panel	76
3	Was this virtual event helpful for you?	Closing Keynote	56

## Poll - Are You Happy With Your CEO?

- 43% indicated they are very happy
- 21% said they were somewhat happy
- 20% are neutral
- 16% reported not being happy



Legend: ■ Neutral ■ Not Happy ■ Very Happy ■ Somewhat Happy

## Notifications Breakdown by Type

**78** Engagement Notifications

**34** Speakers Notifications

**56** Standing Ovation Notifications

**12** Sponsors Notifications



## Sessions \* Live sessions data only



### Opening Keynote From Our CEO

Jan 01, 2021 | 9:00 AM - 10:00 AM EST

Video Location

456 Total Reactions



234  
Applause



54  
Curious



34  
Laugh



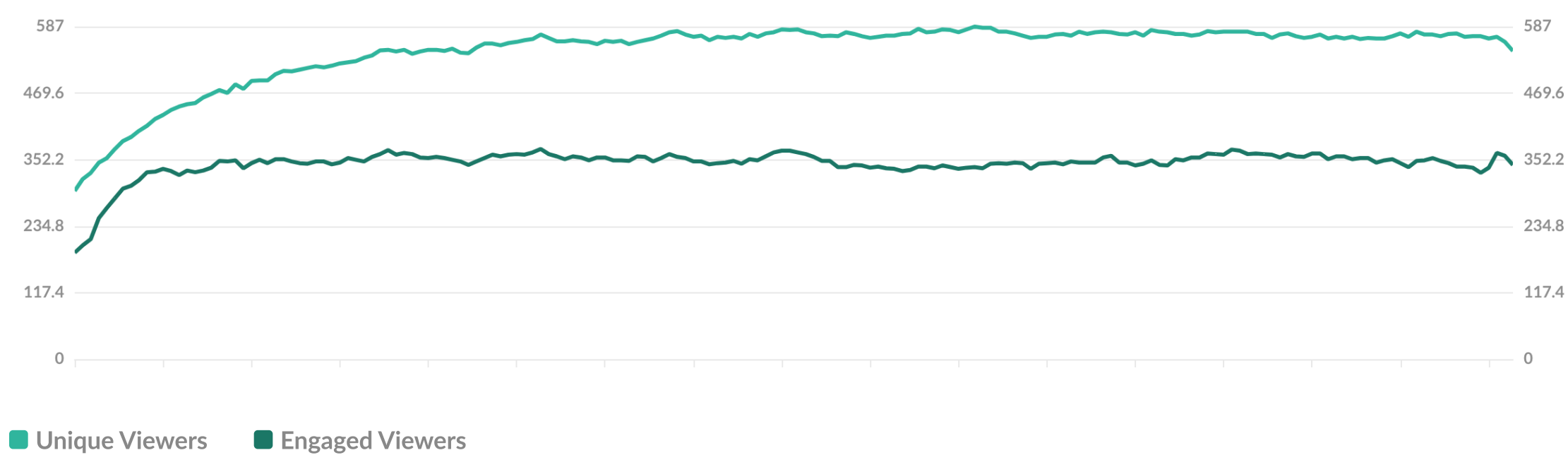
123  
Love



23  
Wow

★ 4.2 - Average Satisfaction Score

▶ 1,234 Plays    👤 890 Unique Viewers    📊 32.1% Live Engagement Rate    ⌚ 23 Avg. Minutes Viewed  
▶ 2,345 Player Impressions    📅 321 Added to Calendar



### Discussion Panel: Where Do We Go From Here?

Jan 01, 2021 | 10:00 AM - 11:30 AM EST

Video Location

480 Total Reactions



234  
Applause



66  
Curious



25"  
Laugh



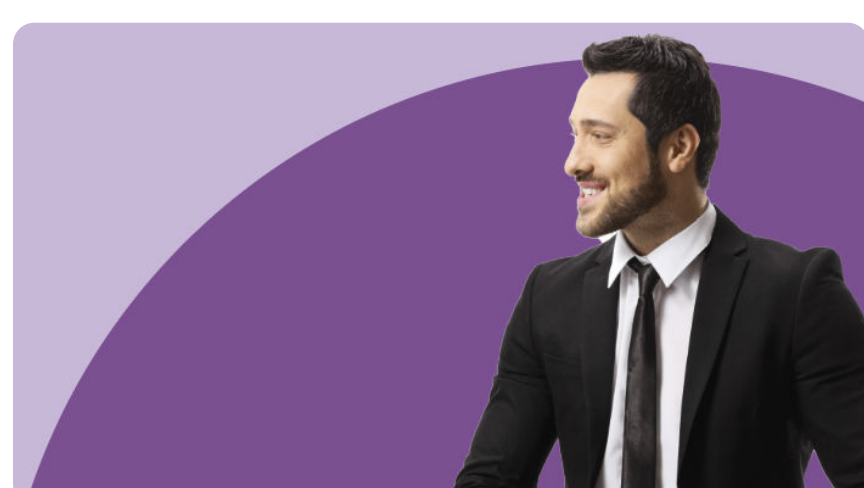
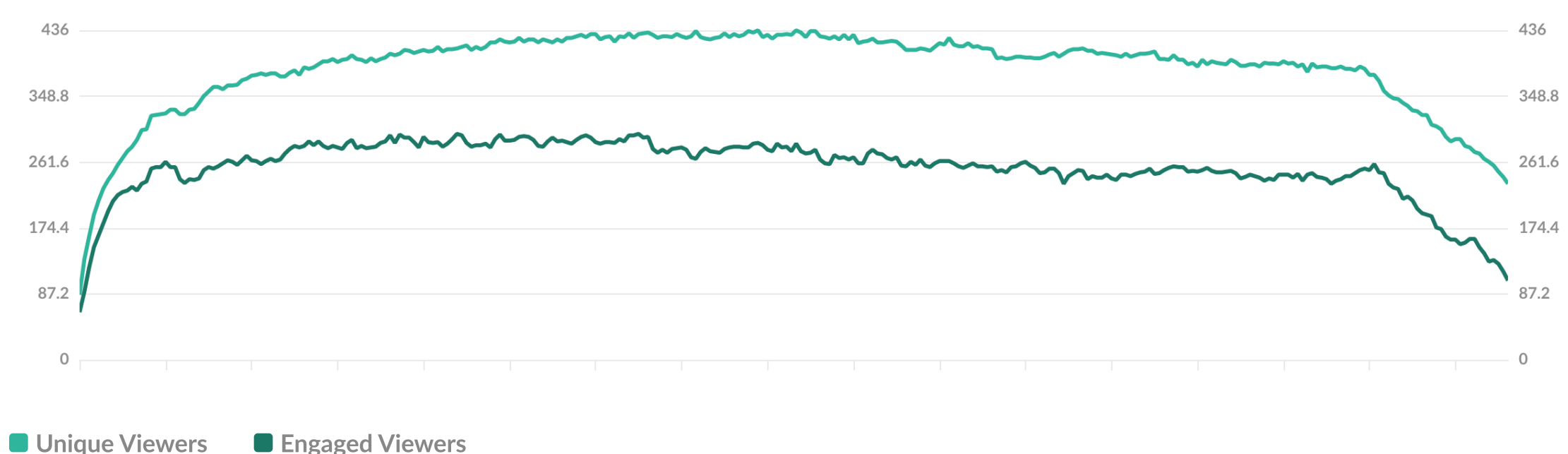
123  
Love



32  
Wow

★ 4.4 - Average Satisfaction Score

▶ 1,234 Plays    👤 789 Unique Viewers    📊 65.4% Live Engagement Rate    ⌚ 32 Avg. Minutes Viewed  
▶ 345 Player Impressions    📅 567 Added to Calendar



### Closing Keynote: Let's Make 2022 Our Best Year Ever.

Jan 01, 2021 | 11:30 AM - 12:30 AM EST

Video Location

15 Total Reactions



12  
Applause



-  
Curious



1  
Laugh



2  
Love



-  
Wow

▶ 56 Plays

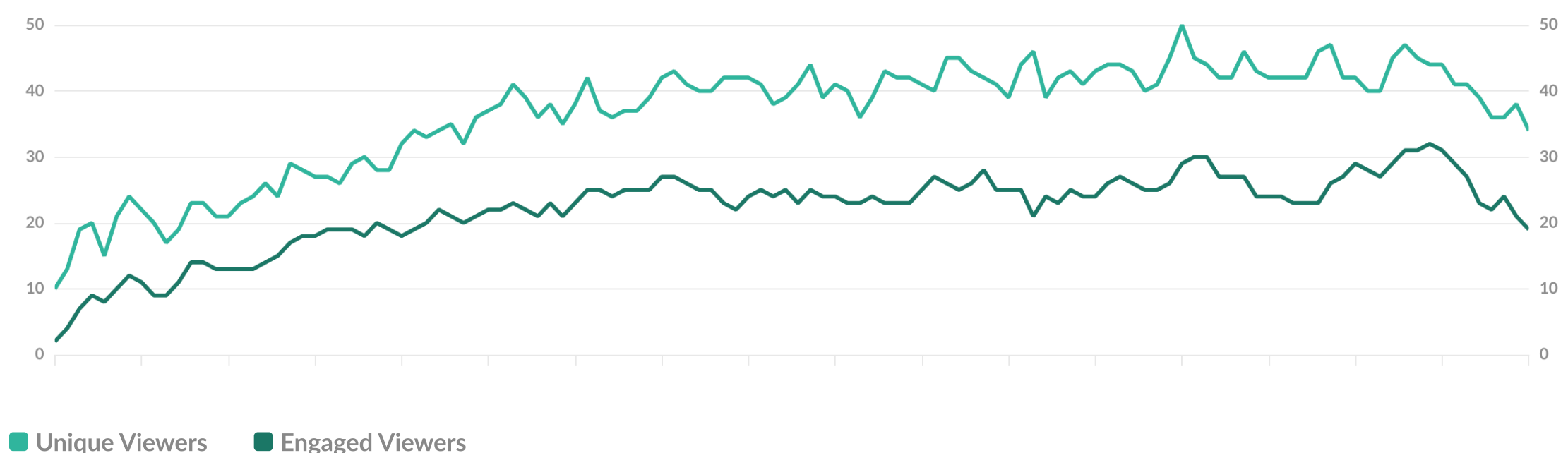
👤 23 Unique Viewers

📊 54.3% Live Engagement Rate

⌚ 5 Avg. Minutes Viewed

▶ 45 Player Impressions

📅 43 Added to Calendar



\*Summary analytics calculated from Jan 1, 9 AM EST to Jan 2, 5 PM, 6:20 AM EST, unless stated otherwise. All times appear in EST.  
\*\*Sessions shown on the home page hero banner have a high number of plays and unique viewers (both live and VOD). Hours viewed are less impacted by the hero banner.

**Watched/played sessions-** Video entries played at least once

**Player impression -** The number of times a video player was loaded

**Play-** The number of times that actual video content started playing

**Avg. minutes viewed -** The average of total minutes played by all unique viewers. (total min. viewed/total unique viewers)

**Live engagement rate -** The percentage of total view time of unique viewers that have both the tab in focus and the sound on for the session from the total viewed time for all unique viewers

**Unique viewers-** Users that had an active viewing action.

**Engaged users -** Percentage of users from the active users that have both the tab in focus and the sound on for the entry

**Good engagement -** Tab in focus and sound is on

**High engagement -** Tab in focus, player is in fullscreen mode and sound is on