



25 SPONSORS











SAMSUNG















































PARTICIPANTS



410

REGISTERED ATTENDEES

The majority profiles have been CEOs, CIOs, CTOs, and directors of Innovation, Business, Product, Strategy, and Marketing, in addition to consultants and researchers.





120

REGISTERED COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.





2.037 users

from **Countries** visited the virtual platform

Australia, Austria, Andorra, Germany, Belgium, Bulgaria, Brazil, Canada, Chile, China, Colombia, Croatia, Finland, France, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, Norway, Peru, Pakistan, Portugal, Poland, Romania, Russia, Slovakia, Spain, Singapore, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States and Vietnam.





800 users were from Spain

from 15 different communities

Aragón, Asturias, Cantabria, Galicia, Islas Baleares, Islas Canarias, País Vasco, Castilla y León, Castilla La Mancha, Murcia, Navarra, Valencia, as well as Andalucía, Cataluña and Madrid, for the most part.





27.000 impacts in LINKEDIN 22.400 impacts in TWITTER

during the days of the event





ON-SITE 2019

300

PARTICIPANTS

100

EMPRESAS

50

VISITS

VIRTUAL 2020

410

PARTICIPANTS

120

EMPRESAS

2.037

VISITS

44

COUNTRIES

+36%

INCREASE

+20%

CRECIMIENTO

800

NATIONALS

15

COMUNIDADES



- → 182 users followed the live sessions.
- The average follow-up per user was 171,8 minutes = 2 hours 51', almost **3 hours**

Of the total, **90** users (50% approx.) stayed for the **full 5** hours of the sessions.



- → 223 users followed the live sessions.
- The average follow-up per user was 86 minutes = 1 hour 26'

Of the total, **54** users (25% approx.) stayed for the **full 5** hours of the sessions.



- → 148 users followed the live sessions.
- The average follow-up per user was 110 minutes = 1 hour 50'

Of the total, **43** users (30% approx.) stayed for the **full 5** hours of the sessions.



- → Average users/day: 184
- Average follow-up per user:121 minutes = 2 hours 1'



→ 15 registered meetings

16/11: 1 meeting

17/11: 5 meetings

18/11: 6 meetings

19/11: 2 meetings

20/11: 1 meeting



- Average of 10 attendees
- → Number of Q&A:
 - Day 1: 7 sessions
 - Day 2: 9 sessions
 - ◆ Day 3: 4 sessions

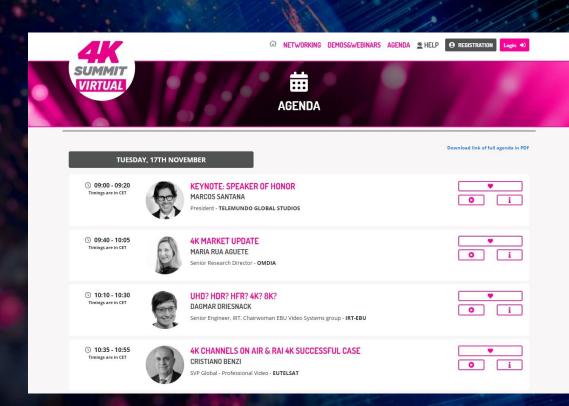


→ 579 demo visits

→ 133 of them from registered users



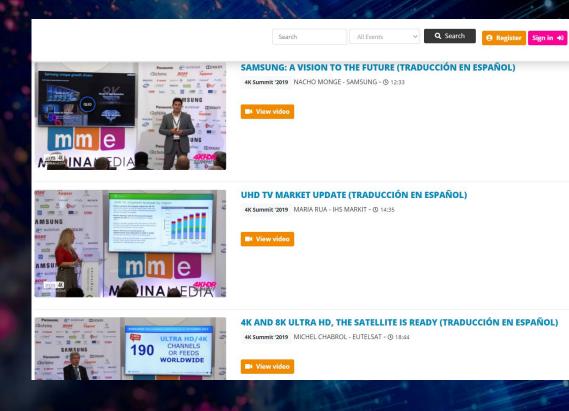
Immediate access to the VOD of each session





Features

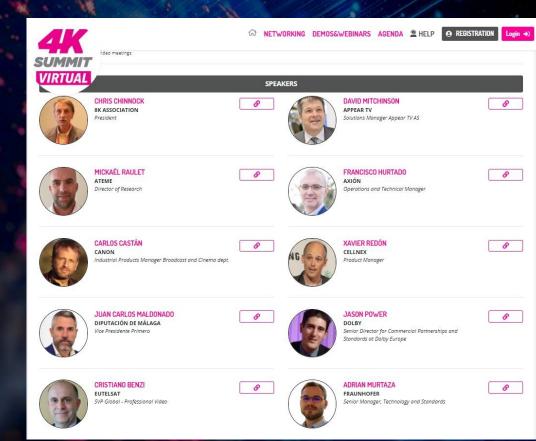
Access to sessions from previous editions, as a warm-up





Features

Participants' profile and easy connection





Features

→ Open demo access





- Each participant has had direct access, via instant **Whatsapp** chat, to the technical support of Virtual platform. Also through e-mail and phone.
- In this way, we guarantee a good experience for each user.







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