



the network for sourcing executives

SIG

SIG PROCUREMENT TECHNOLOGY SUMMIT EVENT ANALYSIS

This infographic captures registration, attendance, engagement and assessment from SIG's digital event in May 2020.

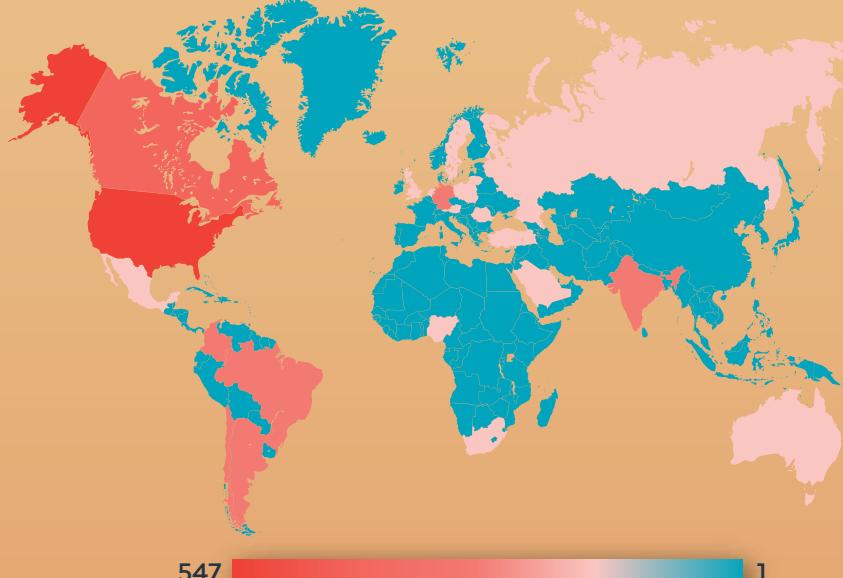
★ REGISTRATION ★



★ ENGAGEMENT ★

| INDUSTRY BENCHMARK FOR VIRTUAL EVENTS | SIG SUMMIT |
|--------------------------------------------------------------|------------------|
| PERCENTAGE OF REGISTRATIONS WHO ATTENDED LIVE | 45% ★ 62% |
| PERCENTAGE OF DELEGATES WHO ATTENDED BOTH LIVE AND ON DEMAND | 16% ★ 41% |

GLOBAL ATTENDANCE

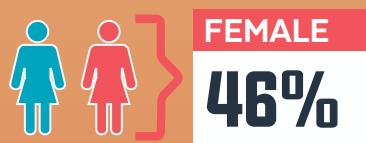


★ GENDER ★

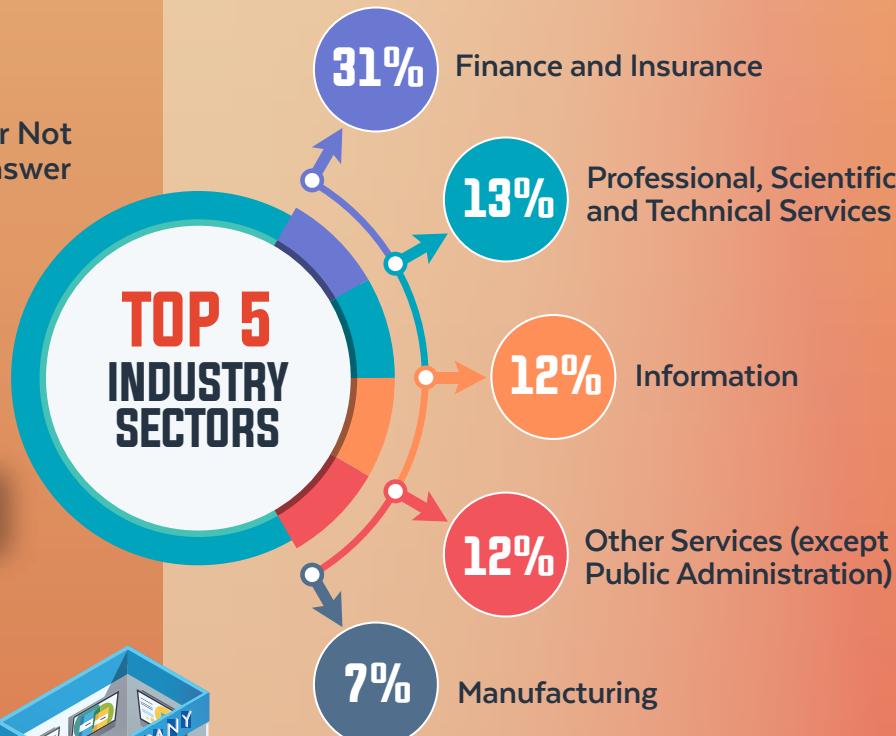
PERCENTAGE OF ATTENDEES



Prefer Not To Answer
1%



SUMMIT ATTENDANCE BY INDUSTRY



★ SESSIONS ★

AVERAGE ATTENDANCE

BUY-SIDE ATTENDANCE

SESSION ATTENDANCE (LIVE)

SESSION ATTENDANCE (ON-DEMAND)

82%

74%

26%

SUMMARY OF BOOTH ACTIVITY

| TOTAL BOOTH VISITS | UNIQUE BOOTH VISITS | DOCUMENTS CLICKED | VIDEOS VIEWED | LINKS CLICKED |
|--------------------|---------------------|-------------------|---------------|---------------|
| 5,060 | 1,916 | 4,728 | 1,029 | 1,119 |

CHATROOM ENGAGEMENT



TOTAL CHAT MESSAGES

1,897

ASSESSMENT OF SESSIONS



SATISFACTION RATE OF SESSIONS

4.5 / 5