



SIG

the network for sourcing executives

SIG PROCUREMENT TECHNOLOGY SUMMIT



EVENT ANALYSIS

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

REGISTRATION

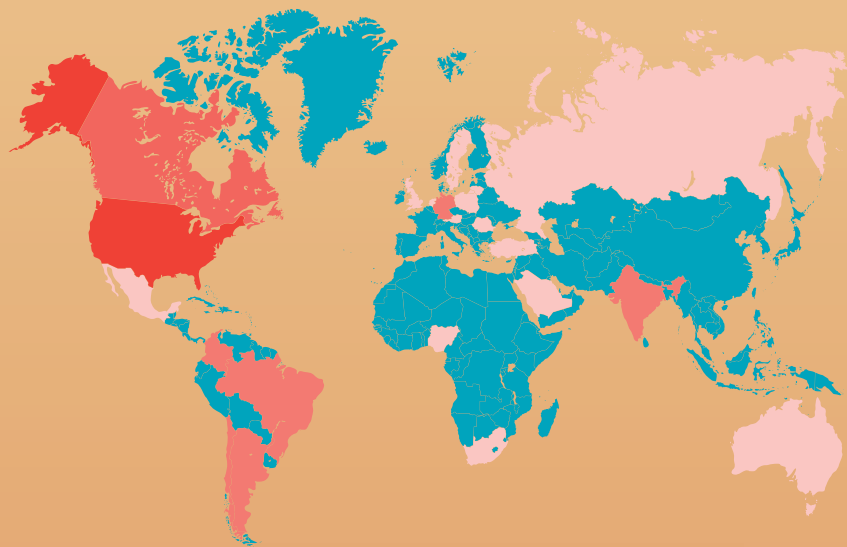
ENGAGEMENT



	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%



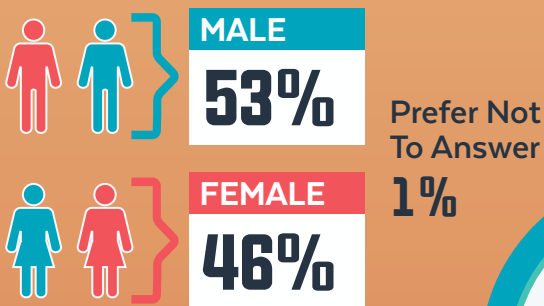
GLOBAL ATTENDANCE



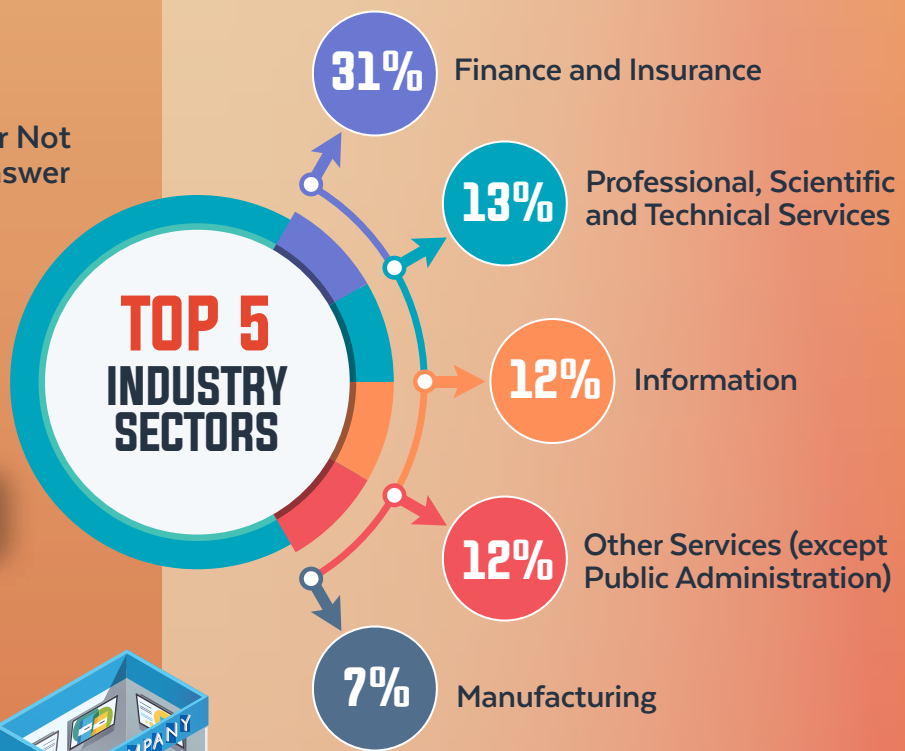
547 1

GENDER

PERCENTAGE OF ATTENDEES

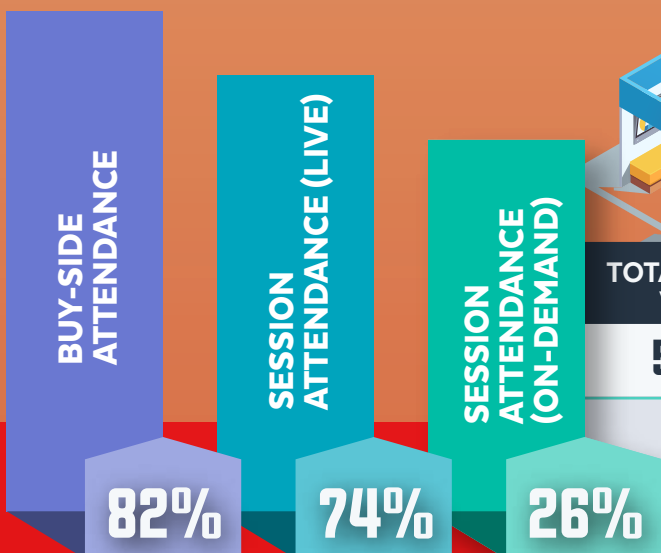


SUMMIT ATTENDANCE BY INDUSTRY



SESSIONS

AVERAGE ATTENDANCE



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



ASSESSMENT OF SESSIONS

