



# *2020 Virtual* **CONFERENCE REPORT**

DATE: June 8-12, 2020

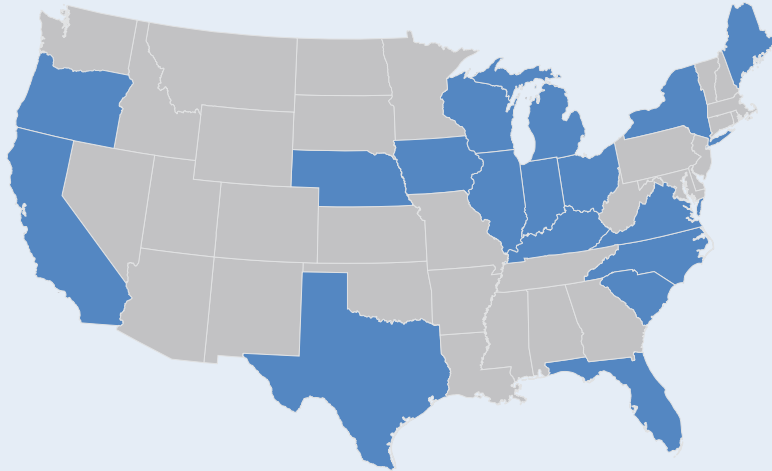
# ATTENDEES & SESSIONS

1

**180** located in Indiana

**46** located outside Indiana

**226** total attendees



## 18 States Represented

California  
Florida  
Illinois  
Indiana  
Iowa  
Kentucky  
Maine  
Michigan  
Nebraska  
New York  
North Carolina  
Ohio  
Oregon  
South Carolina  
Texas  
Virginia  
Washington D.C.  
Wisconsin  
Other: Canada

**12** education sessions

**1** exhibit hall

**1** virtual summit

**1** virtual tour

**1** networking session

**16** total events

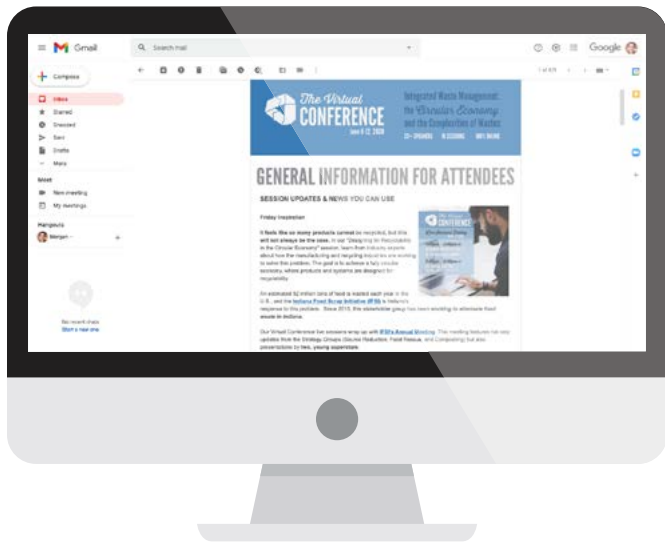
## Sources



- Website & Email (147 users)
- Other (30 users)
- Sponsor Ticket (26 users)
- Scholarship Recipient (13 users)
- Facebook (4 users)
- LinkedIn (3 users)
- Google (3 users)

## Email

**13** emails sent     **54%** average open rate



## Social Media

Platforms Used: Facebook, LinkedIn, Instagram, Twitter  
Paid: Facebook, LinkedIn

### MOST POPULAR POST (Facebook)

Organic Reach: 1,349 users     Comments: 8  
Paid Reach: 8,143 users     Shares: 7  
Reactions: 49     Landing Page Views: 58



## Session Recording Results

### MOST POPULAR VIDEOS



Knauf Insulation Video Tour  
\*Post Event Views: 124



Past, Present, & Future of the IRC  
\*Post Event Views: 90



Keynote Presentation  
\*Post Event Views: 50

**14** recorded videos     **564** collective video views

\*as of 1/1/2021

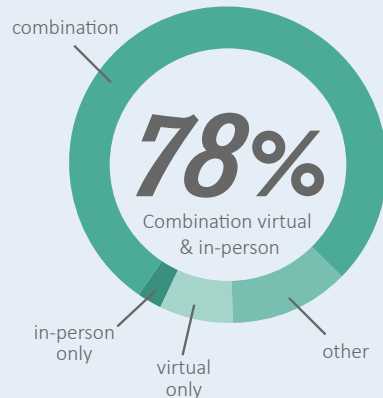
# SURVEY RESULTS (41 RESPONSES)

3

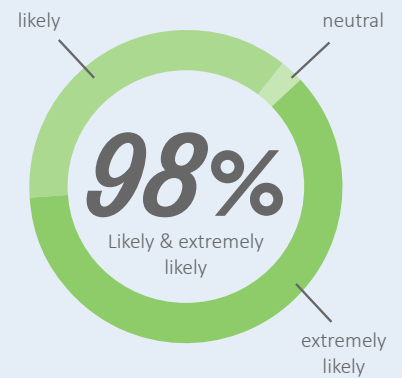
## OVERALL EXPERIENCE AT THE VIRTUAL CONFERENCE



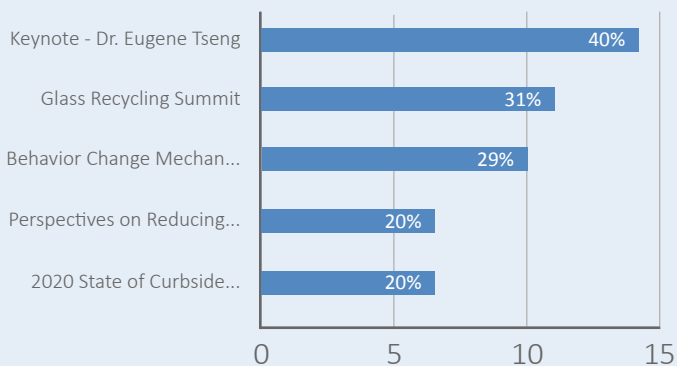
## PREFERRED MODE OF ATTENDANCE



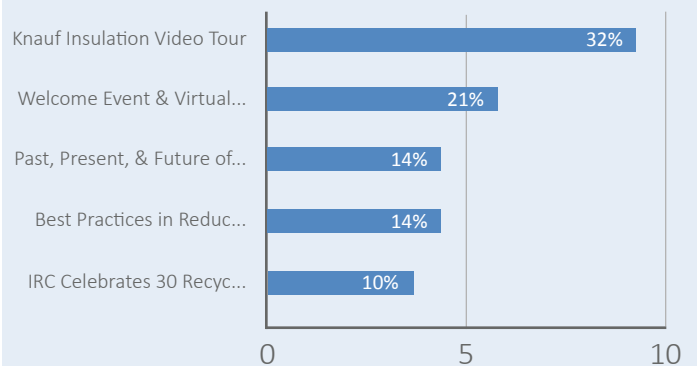
## WOULD YOU ATTEND ANOTHER VIRTUAL CONFERENCE?



## MOST ENJOYABLE/VALUABLE LIVE SESSIONS



## MOST ENJOYABLE/VALUABLE PRE-RECORDED SESSIONS



## Testimonials

- **I found the conference to be one of the best for speakers and information.** I loved really being able to see all the presentations up close and pull up information that I found pertinent while the speaker was talking to get an ever better understanding of the information. — *Anonymous*
- **I thought the presentations were excellent** and staff did a great job! — *Anonymous*
- **The virtual sessions were very well done and exceeded my expectations.** It is also nice to meet people and catch up with industry news on the sidelines at these events. — *Anonymous*
- **Honestly, I loved it.** I'd like to see more virtual conferences or conferences with a virtual option. To me, networking was better online than in person. — *Anonymous*
- **It elevated my conception of what a virtual conference experience can be.** Good work. — *Anonymous*
- **I really appreciate this.** I love the ability to watch all of the sessions instead of having to pick and choose. — *Anonymous*
- **It was excellent and we saved travel CO2.** Positive for environment! — *Anonymous*