



WEBINAR REPORT

WEBINAR: Boosting Carton Recycling in Indiana

SPONSOR: Carton Council

DATE: September 16, 2020

REGISTRATION

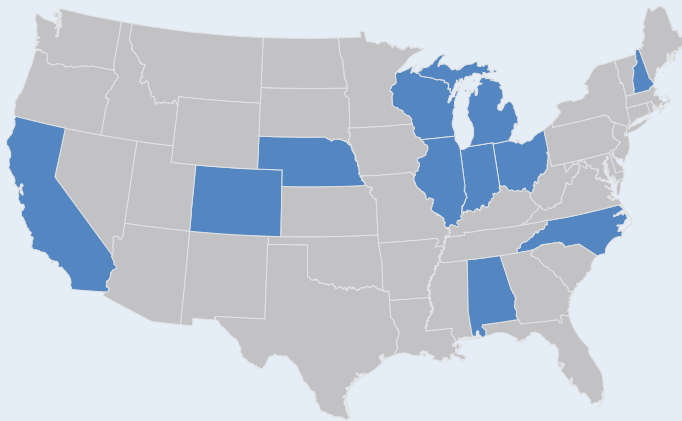
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Registration for the **Boosting Carton Recycling in Indiana** webinar began September 8, 2020 and was available until September 16, 2020. Over this time, the Indiana Recycling Coalition promoted registration through multiple different platforms, including: email, Facebook, LinkedIn, Twitter, and Instagram.

584 registration page views

92 total registrants

66 live attendees



11 States Represented

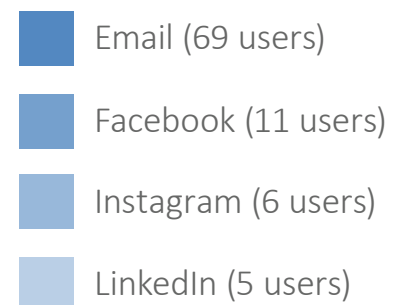
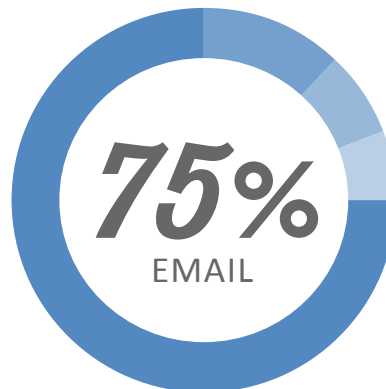
Indiana
New Hampshire
Alabama
Michigan
Colorado
Ohio

Wisconsin
Illinois
North Carolina
California
Nebraska

Source

Out of the 92 users who registered for the webinar, 69 of them were reached through the IRC's email campaigns. The remaining users were reached via social media.

The IRC sent 2 email campaigns with a link to register for the webinar and also mentioned it in their monthly newsletter. The webinar was pushed on each social media platform twice.



The IRC sent 5 emails specifically regarding the Boosting Carton Recycling in Indiana webinar (2 including registration, 3 post event). Additionally, the webinar was mentioned in the IRC's [September Newsletter](#). It was pushed on [LinkedIn](#) and [Facebook](#) organically and through paid promotions, which resulted in reaching 1,748 and 3,324 users, respectively.

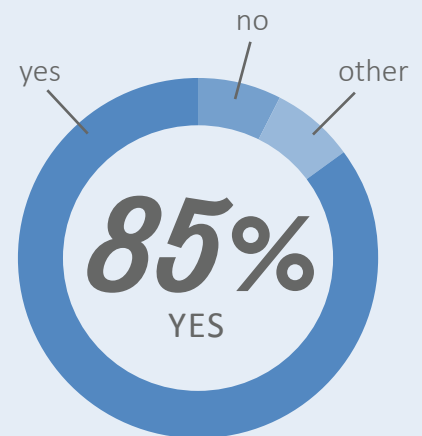
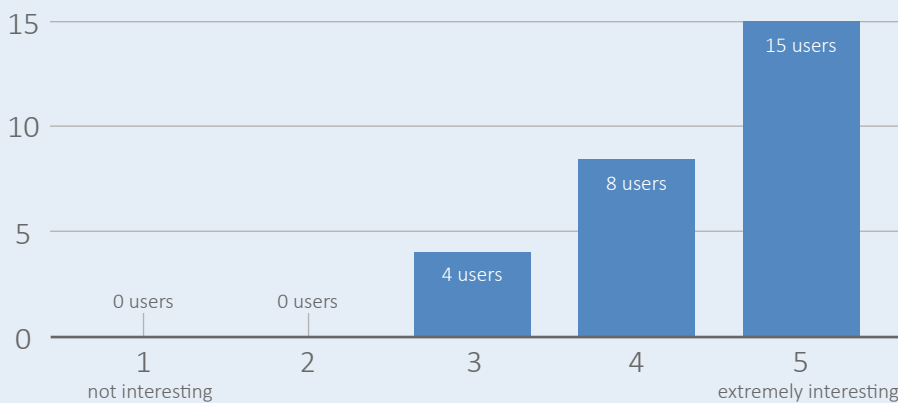


44.2% email open rate

37 Facebook post shares

Survey Data (27 Responses)

HOW INTERESTING DID YOU FIND THE TOPICS COVERED IN THIS WEBINAR?



DID YOU LEARN SOMETHING NEW FROM THE WEBINAR?

A [recording of the webinar](#) is available on Vimeo and will be on the IRC's website in the near future.

More detailed information is available in the Excel documents attached with this PDF.