

2021 Virtual CONFERENCE REPORT

THEME: Reimagining the 3 Rs: Resources, Responsibility, and Resiliency

DATE: June 8-10, 2021

Main Event Sponsors



Other Sponsors



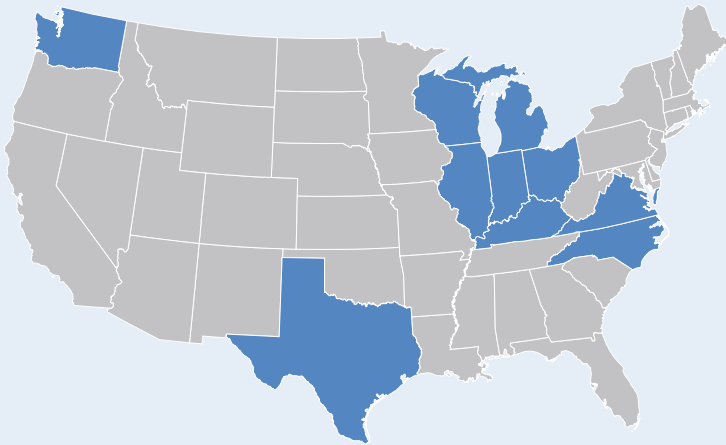
ATTENDEES

1

131 located in Indiana

28 located outside Indiana

159 total attendees



11 States Represented

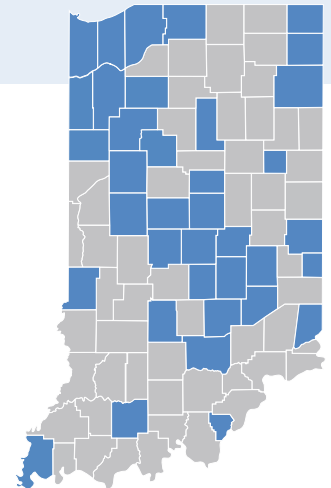
Illinois
Indiana
Kentucky
Michigan
North Carolina
Ohio
Texas

Virginia
Washington
Washington, D.C.
Wisconsin

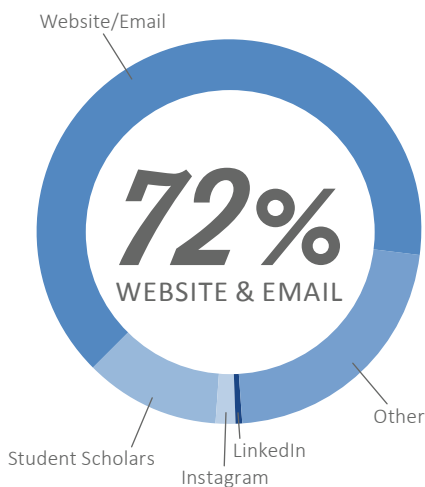
Other: Canada

37 Indiana Counties Represented

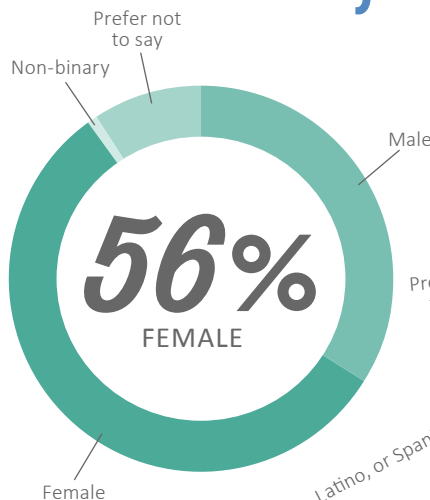
- | | | | | |
|-------------|-----------|------------|------------|--------|
| Allen | Dubois | Johnson | Porter | Tipton |
| Bartholomew | DeKalb | Lake | Posey | Union |
| Benton | Floyd | LaPorte | Pulaski | Vigo |
| Blackford | Hamilton | Marion | Rush | Wayne |
| Boone | Hancock | Miami | Shelby | White |
| Carroll | Hendricks | Monroe | Steuben | |
| Dearborn | Jackson | Montgomery | St. Joseph | |
| Decatur | Jasper | Newton | Tippecanoe | |



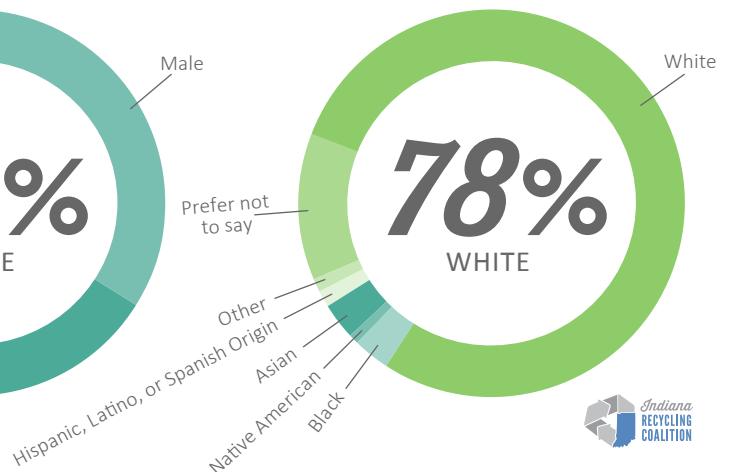
Sources



Gender Identity



Racial Identity



Email

PROMOTIONS & OTHER COMMUNICATIONS

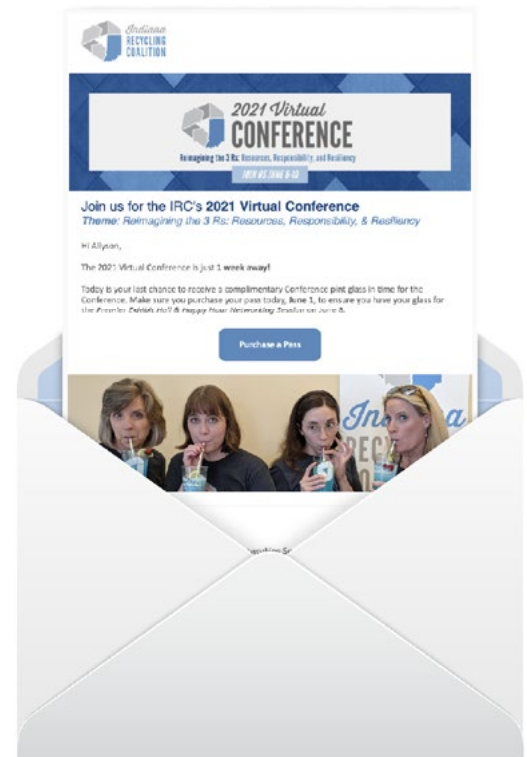
8 emails sent **21%** average open rate

ATTENDEE COMMUNICATIONS

8 emails sent **44%** average open rate

There were 8 emails sent before the 2021 Virtual Conference, which were sent in the form of 5 promotions, 2 calls for speakers, and 1 press release. The 8 attendee emails included important information for those attending and were sent before and during the week of the event.

In addition to these 16 emails, the 2021 Virtual Conference was also mentioned in 2 quarterly newsletters and in 2 emails promoting the IRC's Earth Day event.



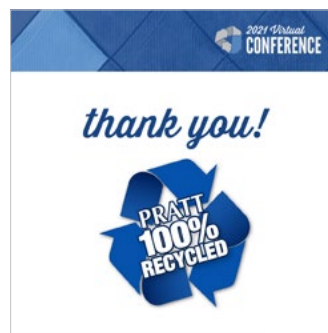
Social Media



The 2021 Virtual Conference was promoted on the following social media platforms: Facebook, Instagram, LinkedIn, and Twitter. Promotion began April 30 and registration officially opened on May 5.

Types of content included: general registration information, Student Scholars Program information, promotion on sponsored pint glass, sponsor thank-you posts, Keynote speaker acknowledgment, highlighting of certain sessions, and attendee information.

The 2021 Virtual Conference was also advertised on the online versions of Inside Indiana Business and the Indy Chamber of Commerce.



SESSIONS

3

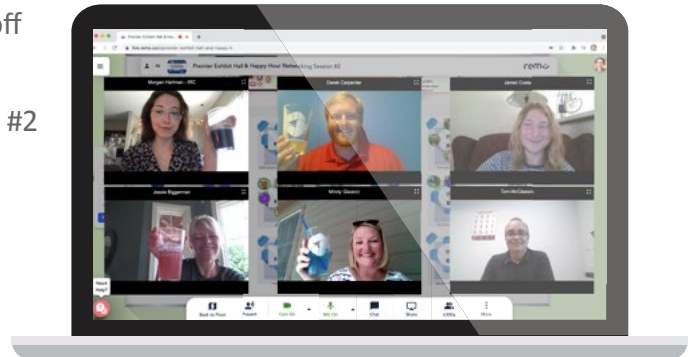
LIVE NETWORKING SESSIONS

Networking Session #1: Welcome & Conference Kick-off
68 attendees

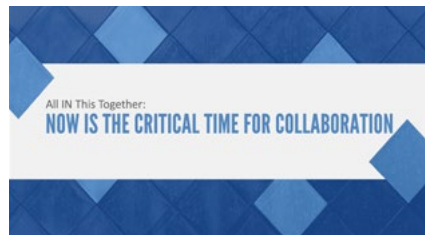
Premier Exhibit Hall & Happy Hour Networking Session #2
62 attendees

Networking Session #3 & Exhibit Hall
31 attendees

Networking Session #4 & Exhibit Hall
34 attendees



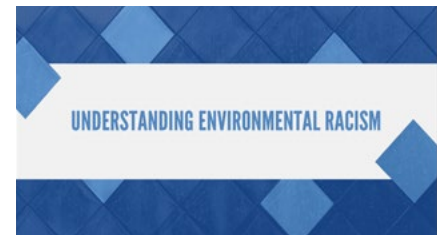
LIVE EDUCATIONAL SESSIONS



75 Attendees
15 Post event views*



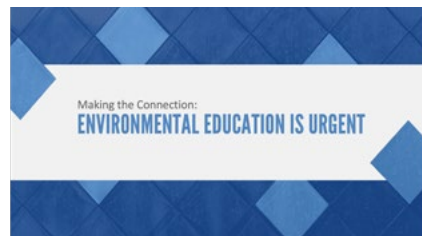
65 Attendees
14 Post event views*



52 Attendees
23 Post event views*



58 Attendees
17 Post event views*



51 Attendees
27 Post event views*

PRE-RECORDED EDUCATIONAL SESSIONS



60 Views*



58 Views*



50 Views*



48 Views*

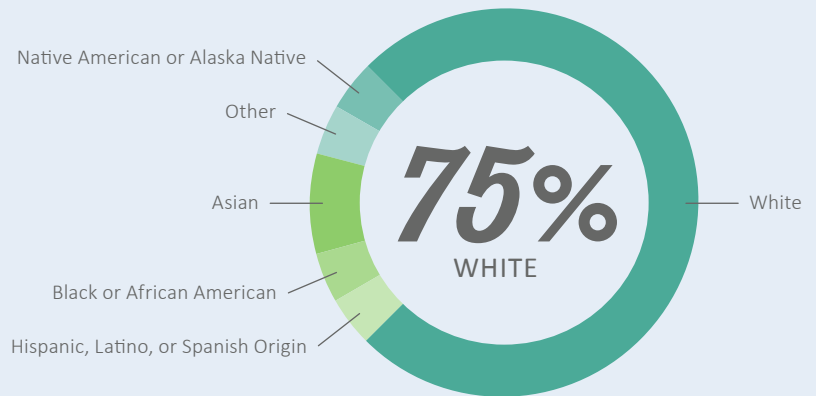
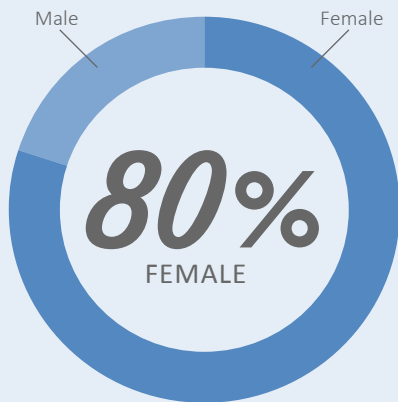


42 Views*

*as of 7/9/2021

In alignment with our commitment to environmental justice and inclusivity, the IRC sought to increase diversity in the sustainability industry through our Student Scholars Program. In addition to reaching out to our usual contacts, the IRC generated a list of diversity/equity contacts at Indiana schools, and then sent out emails to those individuals to reach more diverse populations of students. Promotion for this program began April 19 in an email that was sent out to universities located in Indiana. Students from or studying in Indiana were encouraged to apply.

20 Student Scholars



SCHOOLS REPRESENTED

American Military University Earlham College Indiana State University Purdue University
DePauw University Indiana University IUPUI

Testimonials

“As a student scholar my biggest takeaway from the conference was the ability to network and learn about the current state of recycling programs and the circular economy throughout the state of Indiana and other cities in the United States. Thank you for the opportunity!”

— *Taymee B. | Purdue University*

“Thank you for all your hard work, this was my favorite virtual conference of all time!”

— *Bibi M. | Earlham College*

“To me, the best part of the Conference was the opportunity to network with people and hear their opinions and experiences. Watching a recorded video is beneficial in many ways, but speaking live with someone surpasses that.”

— *Ethan G. | Purdue University*

“This was a great way to spend a week of my summer!”

— *Jarred C. | Earlham College*

“The IRC’s 2021 Virtual Conference was an amazing learning opportunity. Discussions about current sustainable initiatives, racial equity, and circular economy gave me a new perspective and understanding of what sustainability really means.”

— *Hannah L. | Indiana University*

SURVEY RESULTS (30 RESPONSES)

5

OVERALL EXPERIENCE AT THE VIRTUAL CONFERENCE



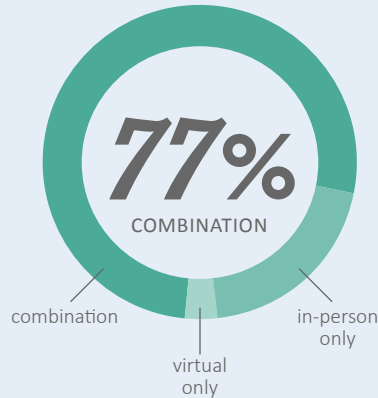
4.5/5 stars

VALUE OF KEYNOTE PRESENTATION BY CHERYL COLEMAN

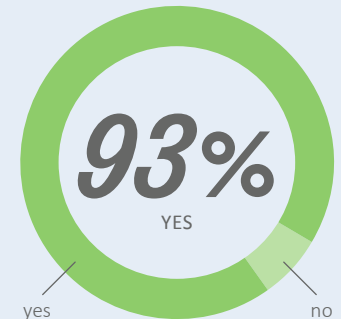


3.8/5 stars

PREFERRED MODE OF ATTENDANCE



WOULD YOU ATTEND ANOTHER VIRTUAL CONFERENCE?



MOST ENJOYABLE/VALUABLE LIVE SESSIONS

Becoming Circular: How Circular Cities are Leading on the Circular Economy

Making the Connection: Environmental Education is Urgent + MRP Demo

Understanding Environmental Racism

Keynote: All IN this Together: Now is the Critical Time for Collaboration

State and Federal Policy Update

MOST ENJOYABLE/VALUABLE PRE-RECORDED SESSIONS

Glass Recovery Summit

Virtual Tour: Circular Charlotte's Innovation Barn

Driving the Circular Economy: Designing for the Built Environment

Circular Economy for the Circle City: Benefits for the Entire State

Strategies to Reduce Residential Organic Waste

Testimonials

"The best part of the Conference was getting re-energized to accomplish our shared goals after a hard year and general discouragement that can accompany this line of work. Seeing IRC continue to push forward for progress keeps me trying as well."

— Jodi L.

"I attended this conference as an individual that is working to break into the recycling and organic waste industry here in Indianapolis and Indiana. Each day I felt more and more inspired to continue to move forward and truly dedicate the rest of my life and career to this necessary movement."

— Audra B.

"I very much enjoyed all the pre-recorded sessions. They were in-depth on very specific topics."

— Julie R.

"I really liked the ability to go back and re-watch this conference till the end of the year to refresh my thoughts. All of you do an awesome job and the Conference flowed really well!"

— Angie H.