



WEBINAR REPORT

WEBINAR: Restoring Our Earth: Preventing and Managing Food Waste

SPONSOR: Kroger

DATE: April 22, 2021

REGISTRATION

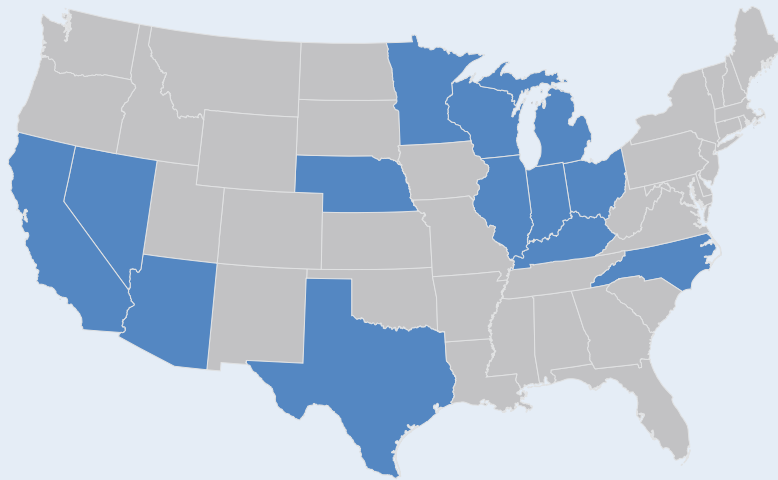
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Registration for the **Restoring Our Earth** webinar began April 1, 2021 and was available until April 22, 2021. Over this time, the Indiana Recycling Coalition promoted registration through multiple platforms, including: email, Facebook, LinkedIn, Twitter, Instagram, NextDoor, and the EarthDay.org website.

1227 registration
page views
(not unique)

230 total
registrants

117 live
attendees



13 States Represented

Arizona
California
Illinois
Indiana
Kentucky
Michigan
Minnesota
Nebraska
Nevada
North Carolina

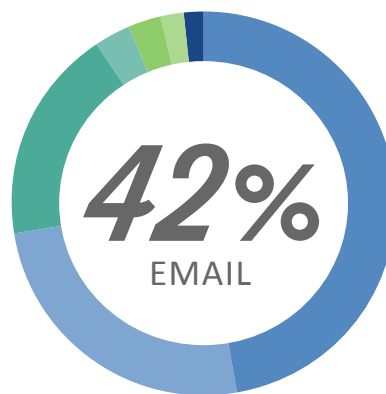
Ohio
Texas
Wisconsin

Other:
Ukraine
The Philippines
United Kingdom

Sources

Out of the 230 users who registered for the webinar, 97 of them were reached through the IRC's email campaigns. The remaining users were reached mainly through social media and other sources.

The IRC sent 2 email campaigns with a link to register for the webinar. The webinar was pushed through multiple posts on social platforms in April and events were created on Facebook and NextDoor.



Email (97 users)
Facebook (52 users)

Website (37 users)
Nextdoor (6 users)
LinkedIn (6 users)
Instagram (4 users)
EarthDay.org (3 users)

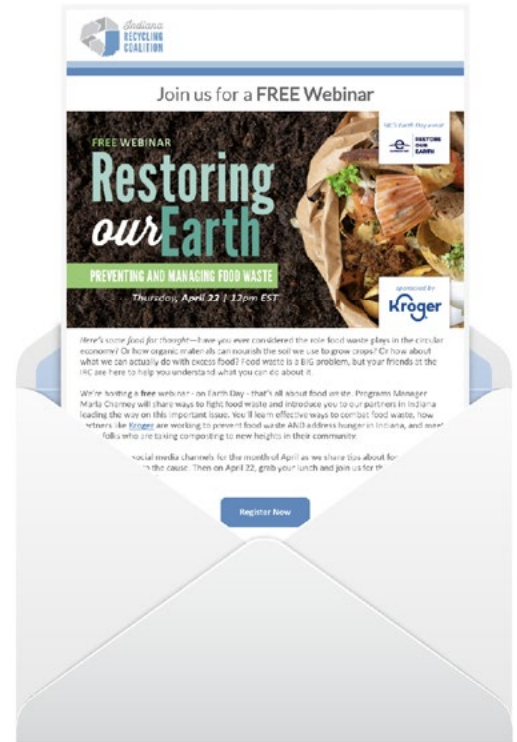


Email

As part of the webinar package, IRC staff created a cohesive graphic campaign that was applied to all event promotion and everywhere the campaign was promoted, which included emails, social media, surveys, and the webinar itself.

4 emails sent **32%** average email open rate

The IRC sent 4 emails specifically regarding the Restoring Our Earth webinar (2 including registration, 2 post-event) and mentioned the event in the IRC's [Winter Newsletter](#). Additionally, the webinar was highlighted in our Earth Day [press release](#).



Event Graphics

Social Media Posts



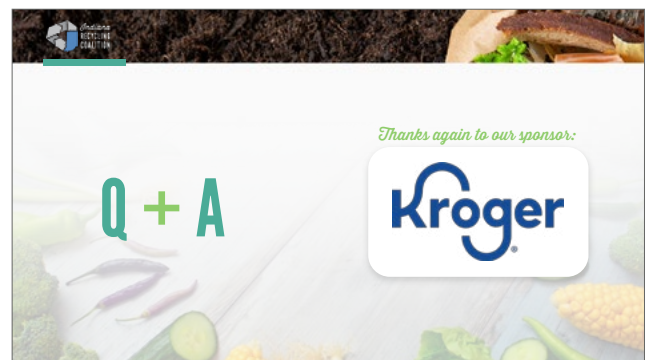
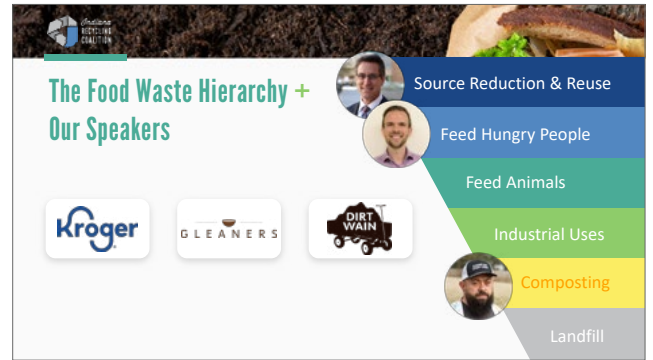
14 total post comments

41 Facebook post shares (combined)

10 campaign graphics

Event Graphics

Webinar Presentation Slides



IRC facilitates a conversation between webinar sponsors and registrants on the issues most important to them. All pre-registration data is made available to sponsors prior to the webinar.

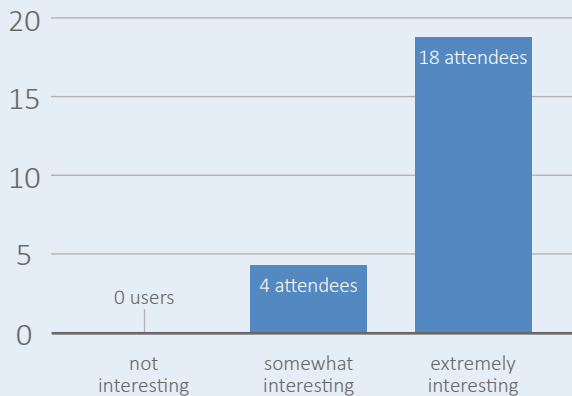
42 post webinar video views*

A recording of the webinar is available on the [IRC's website](#) and our [Vimeo channel](#).

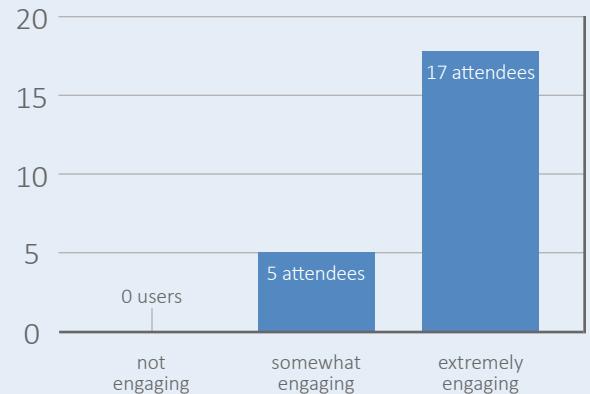
*As of 7/20/2021, the recording has 42 views.

Survey Data (22 Responses)

How interesting did you find the **topics** covered in this webinar?



How engaging did you find the **speakers** covered in this webinar?



Did you learn something new from the webinar?

100%
YES

Testimonials

“I enjoyed the opportunity to participate in such an informative discussion. I was impressed to see the IRC attracted registrants from so many states. That’s evidence of the appeal and importance of the topic. Well done, team IRC!”

— *Eric Halvorson, Sponsor & Speaker*

“Restoring our Earth: Preventing and Managing Food Waste was a necessary conversation. We are grateful that IRC organized it and included Dirt Wain. Having speakers, and perspectives, of organizations and businesses fighting the problem at different scales was helpful for giving everyone a better understanding of how food waste is being addressed.”

— *Brett Bloom, Speaker*

“The speakers and slides were very engaging. I think it was great to have 3 various presenters from 3 different viewpoints talk about the different levels of food waste.”

— *Anonymous Attendee*

“Thanks so much for providing this session. Glad you recorded it, as I will be sharing the recording with some others.”

— *Anonymous Attendee*