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POST EVENT REPORT

FTT VIRTUAL IN NUMBERS



3858

TOTAL REGISTRATIONS



50%

FINANCIAL SERVICES INSTITUTIONS



1990

CONNECTIONS MADE



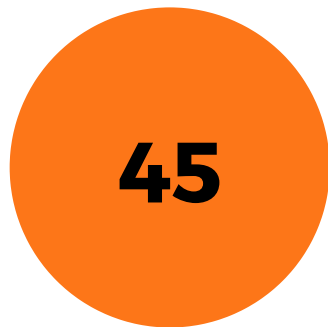
3817

SPEED NETWORKING SESSIONS

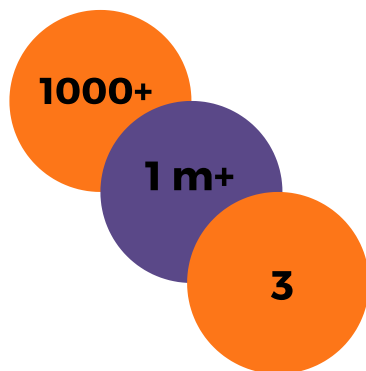
FTT VIRTUAL IN NUMBERS



EXPO AREA BOOTH VISITS



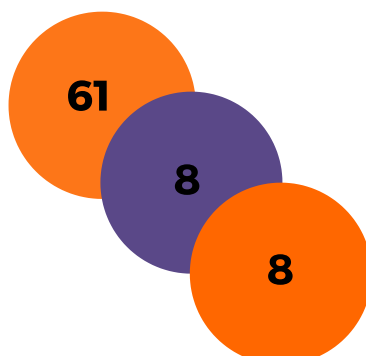
COUNTRIES REPRESENTED



SOCIAL MEDIA MENTIONS & ENGAGEMENT

SOCIAL MEDIA IMPRESSIONS

3 TWITTER LIVE STREAMS- 6,000+ VIEWERS



SPEAKERS

MAIN STAGE SESSIONS

INTERACTIVE SESSIONS

KEY INDICATORS

2%

Drop out rate

522

Sales Qualified
Leads Generated to
Sponsors/Exhibitors

200+

Financial Services
Institutions Represented



UK 50%
EU 25%
USA 20%
RoW 5%

"The event-only experience is dead (virtual and physical). Key to our success is working with community members throughout the year creating content, growing the community, and designing interconnected experiences. This model has helped us to bring together over 3,000 virtual attendees in less than 2 months. The sole purpose of FinTECHTalents Virtual was to deliver value by creating a virtual-first experience that allowed the community to not only consume great content but also make new business connections and more importantly be part of an immersive experience where they could become a speaker/contributor at any point. We wanted to create drama."

Victor Cruz, CEO at VC INNOVATIONS



WORK IN PROGRESS

#1

Further curate speed networking room

#5

Refine pre-event sponsor/speaker communication

#2

Upgrade Expo area features

#6

Improve journey to interactive sessions

#3

Improve direct message notification

#7

Improve search filters on PEOPLE tab

#4

Improve registration fields

