

15TH ANNIVERSARY

RETHINK

2021 VIRTUAL
CONFERENCE

June 15-16, 2021

Post-Event Report

IMPACT.
XM

IN PARTNERSHIP WITH: meetingplay >>

About Rethink

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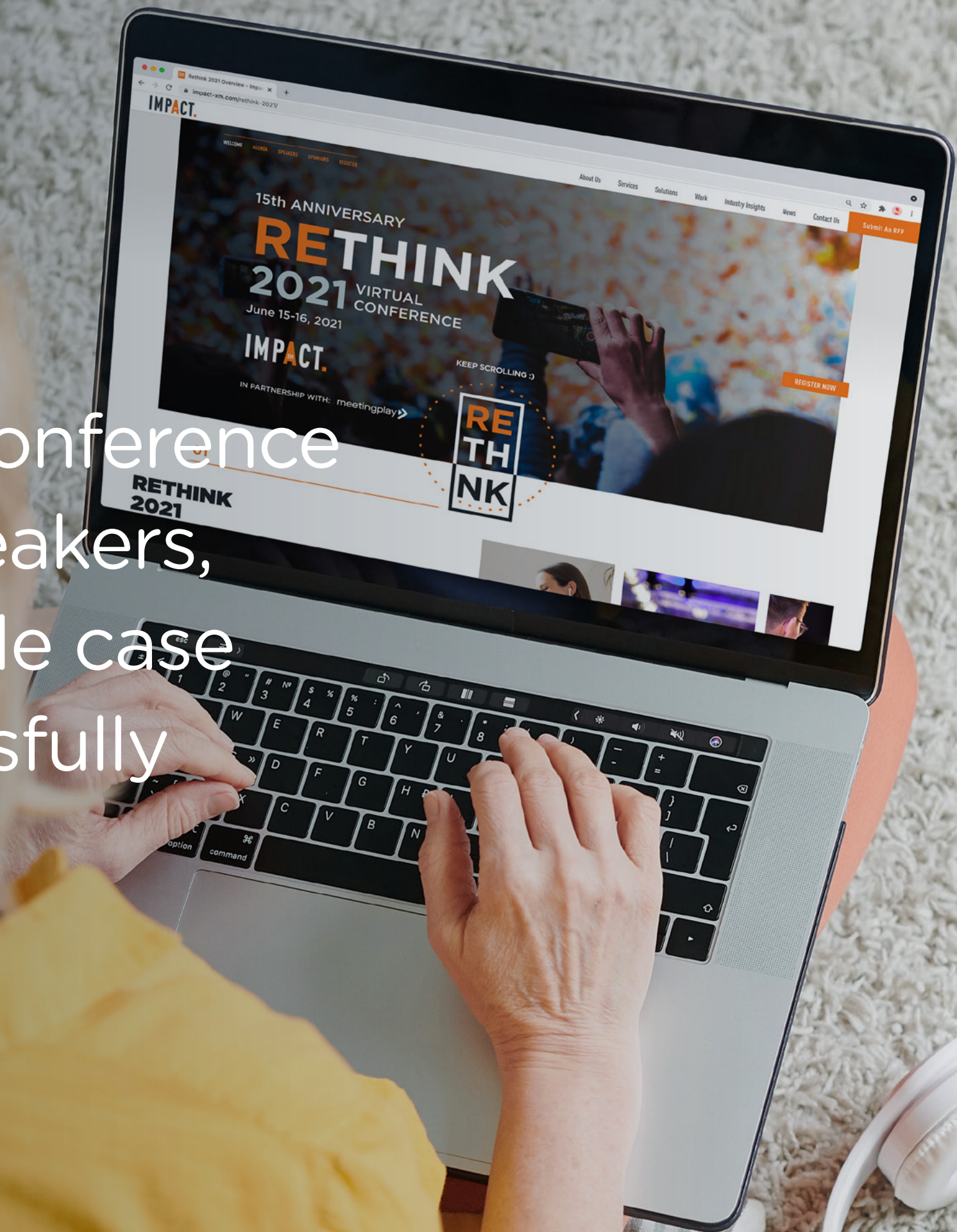
A two-day thought-leadership conference featuring thought-provoking speakers, actionable insights and applicable case studies that will help you successfully drive your business forward.

Objectives

Reconnect and get back to work.

Redesign how we work.

Reinvent your business for the future.



Attendance Highlights

 **824**
attendees

70% registration/
attendee ratio
More than 20% over the industry average

 **650+**
Companies Represented

100 **25%** of the
2021 **Forbes 100**

 **15** Industries

 **23**
countries



Event Stats

2 Days  **55** speakers across a variety of industries

 **36** breakout sessions




 **4,700+** session views

160+ asked in the **Q&A** **4.8** overall session score
questions

Top 3 Breakout Sessions

- 1** Your Second Chance at a First Impression
- 2** Marketing vs. Events Who Owns What?
- 3** Getting Back to In-Person Events. How and When?

Top 3 Engagement Types

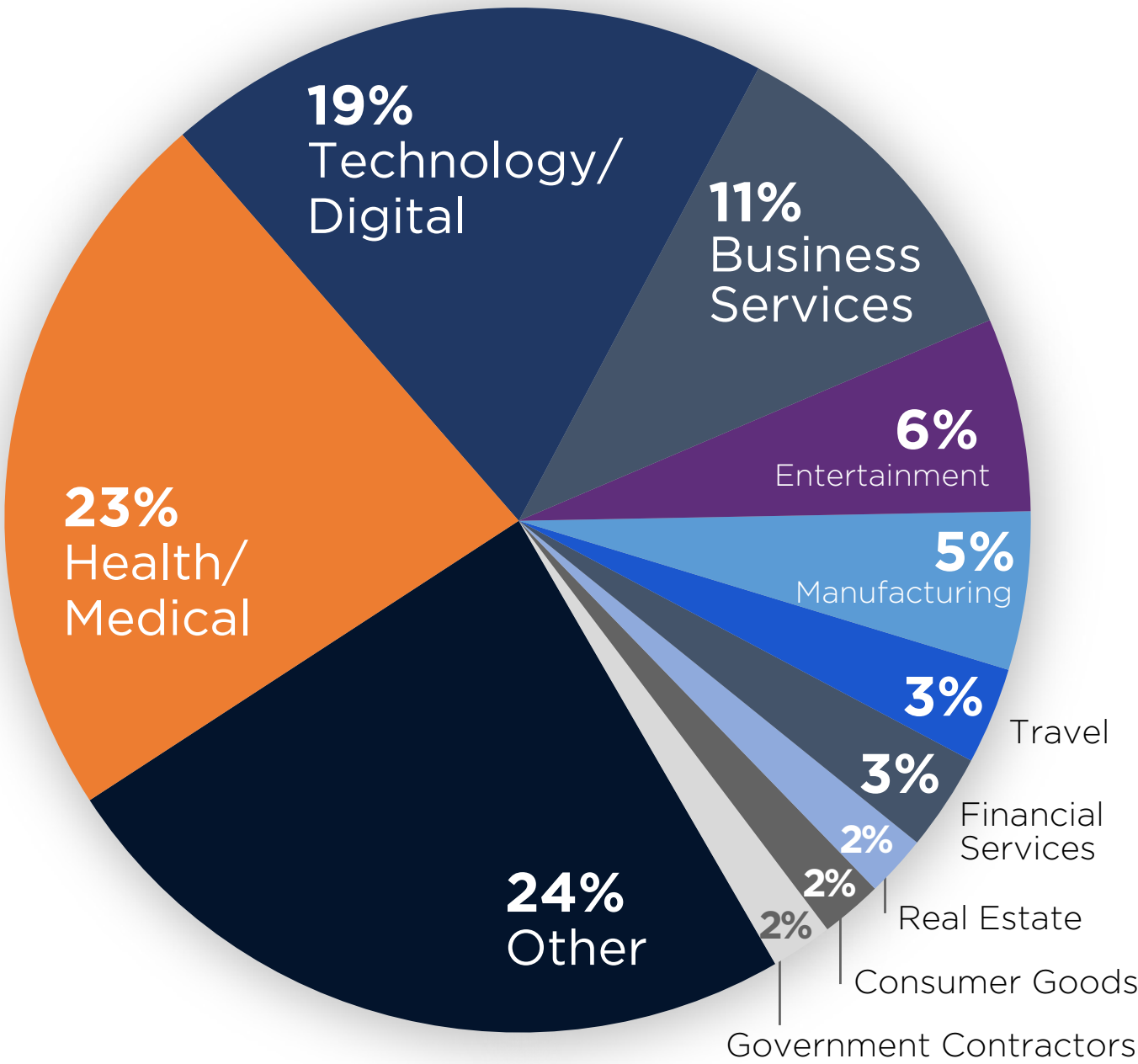
-  **Like** a Photo/Comment
-  **Ask** a Question
-  **Post** a Comment



Attendee Demographic



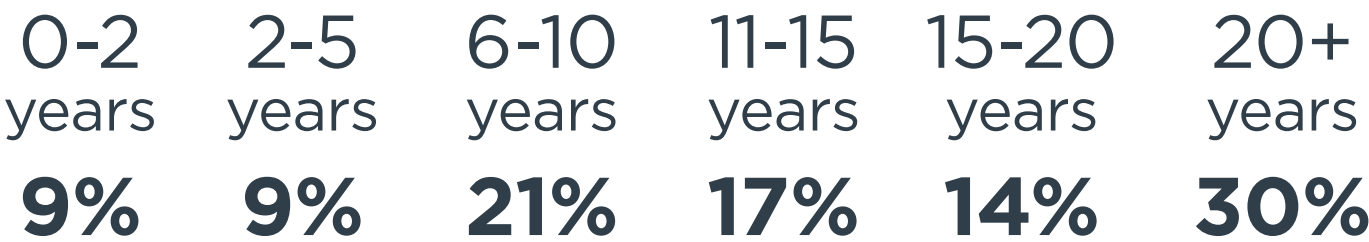
Top Industries



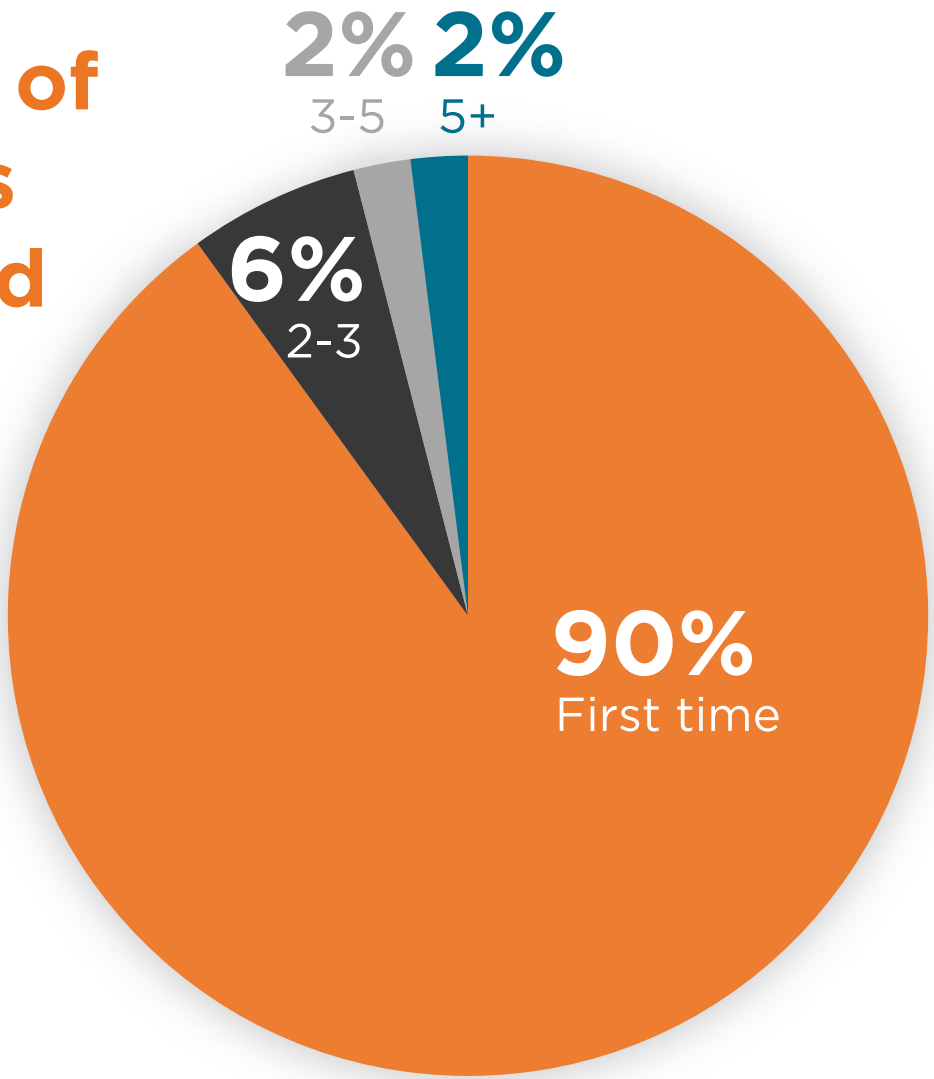
Level



How long attendees have worked in the industry



Number of Rethinks Attended



Looking to learn about

- 11% The Future of Healthcare Congresses
- 12% Best Practices for Event Safety
- 19% Guidance for Planning a Hybrid Event
- 24% How Customer Experience is Changing
- 34% Event Industry Challenges and Trends

Fun at the Photobooth!



Post-Show Survey Results*

9/10 would recommend
Rethink to a friend

97% said Rethink was a **valuable use of their time**

96% were **very satisfied/satisfied** with the overall **event**

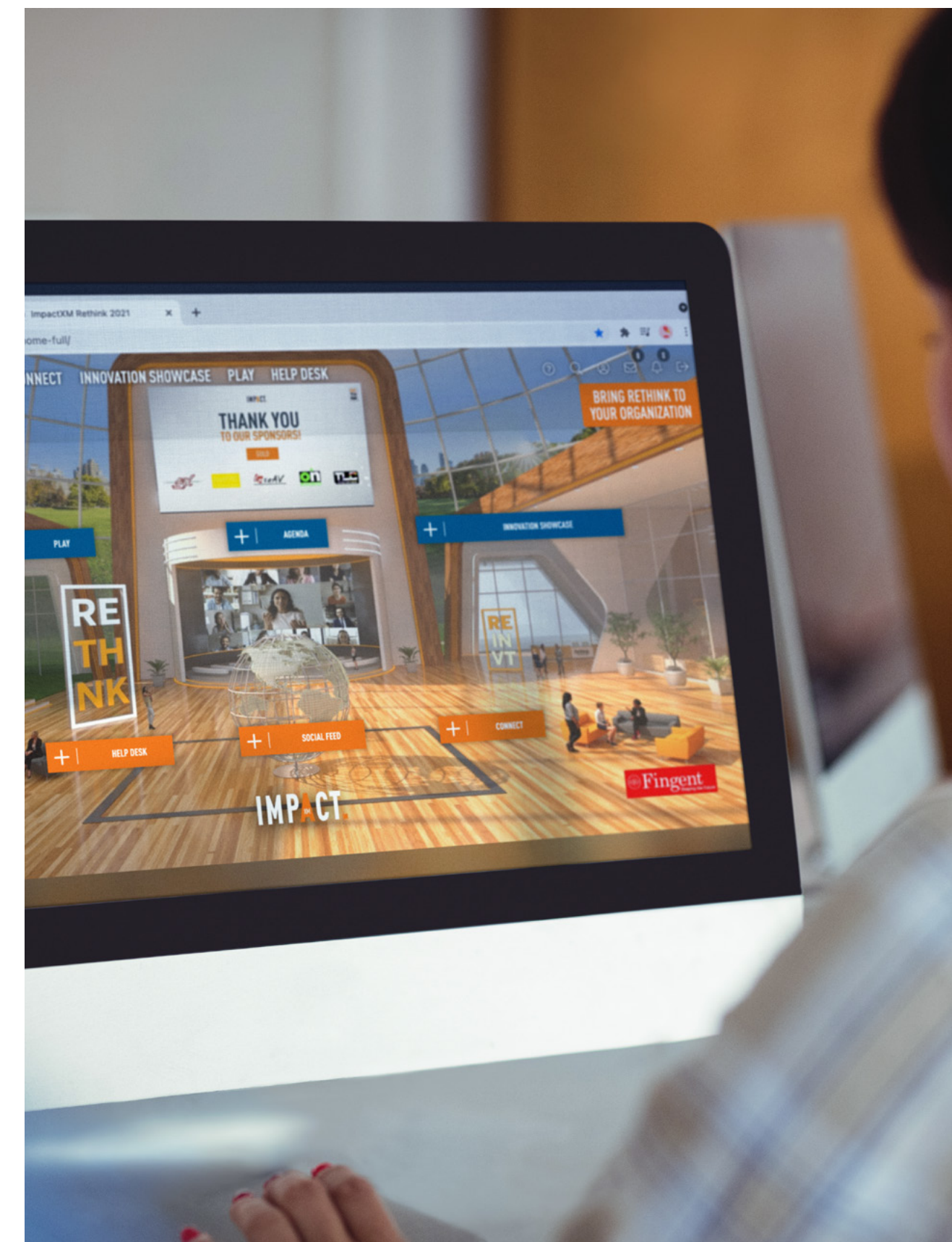
94% said Rethink **met or exceeded their expectations**

92% were **very satisfied/satisfied** with the breakout **sessions**

91% are **excited to attend** the next Rethink

90% were **very satisfied/satisfied** with the event **platform**

*based off of 76 survey respondents



Thank You

Thank you to everyone who attended Rethink 2021, you all helped make this event a huge success! This past year we've been tried, tested and truly isolated and we are so glad that you were all able to join us virtually for an optimistic look at our industry! Live events are coming back strong for the end of 2021 and we hope that you can apply some of the insights you learned at Rethink to your event strategies.

We want to give a special thank you to all of our wonderful speakers who provided engaging content across a wide variety of topics. We also want to thank our Rethink 2021 sponsors who provided our attendees with great information and resources.

We appreciate everyone's support and we hope to see you all soon!



JARED POLLACCO
PRESIDENT, IMPACT XM

Thank you to our sponsors

PLATINUM



GOLD



SILVER



BRONZE





We hope to see you soon!

RETHINK:
HEALTHCARE
2021 **SEPT**

RETHINK:
TECHNOLOGY
2021 **DEC**

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