

getgeeked New York 2014 Attendee Survey Presentation

October 2014

Outline

- I. Attendee Demographics
- II. Attendee Influence
- III. Benefits of Participation
- IV. Attendee Feedback on the Event

The logo for 'getgeeked' is displayed in a white speech bubble with a grey border. The word 'get' is in a light grey font, and 'geeked' is in a blue font. The background of the slide features a stylized circuit board pattern with various colored lines (grey, blue, green, orange, pink) and nodes.

Survey Response Rate

- 1012 consumers attended getgeeked New York representing 597 RSVPs who were sent the following survey.
- The results included here represent 110 responses for a response rate of 7.1%.

The logo for 'getgeeked' is displayed in a white speech bubble with a thin black border. The word 'get' is in a grey sans-serif font, and 'geeked' is in a blue sans-serif font. The background of the slide features a stylized circuit board pattern with various colored lines (grey, blue, green, orange, pink) and circular nodes.

getgeeked

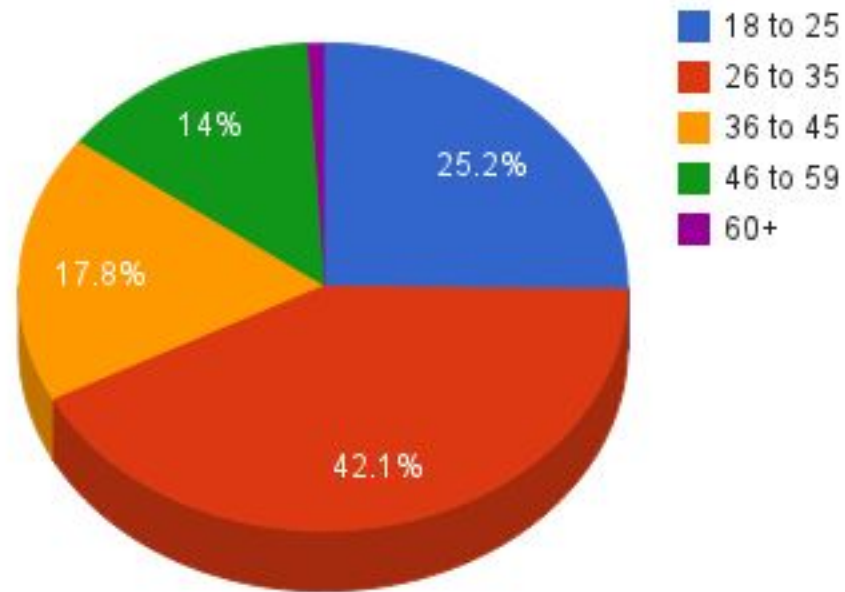
Attendee Demographics

Demographic Headlines

- The dominant age group at getgeeked New York was 26 – 35 representing over 42% of attendees.
- Next was 18 – 25 with 25%, but 36 – 45 was not far behind with just under 18%.
- The male – female ratio was 60 – 40 which was a bit closer than expected.
- Wearables, Connected Home Equipment and Smart TVs are the product categories getgeeked attendees are most likely to purchase in the next year.

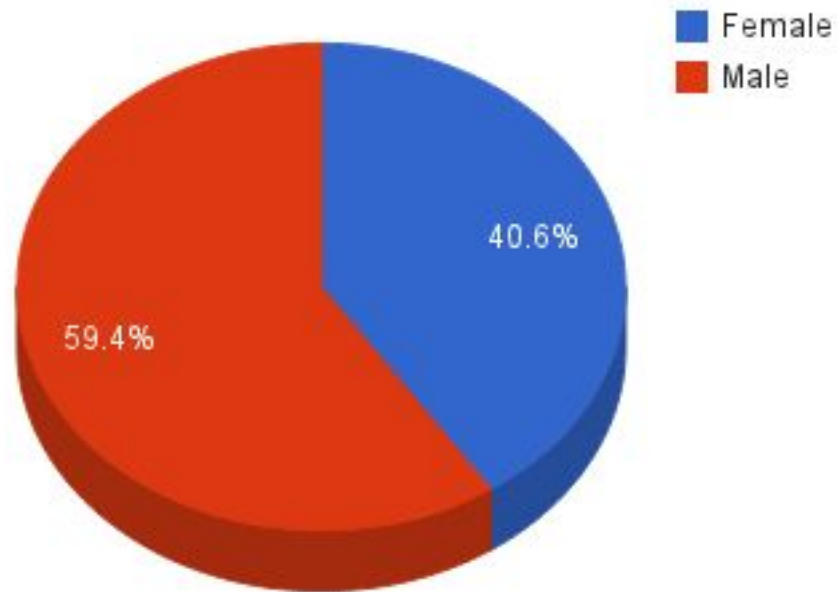
Age

Which of the following age group do you fall into?



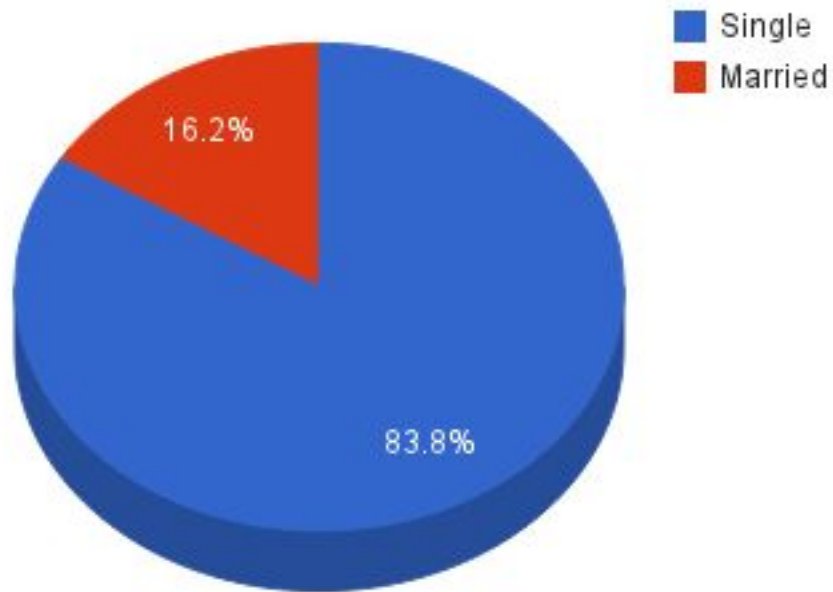
Gender

What is your gender?



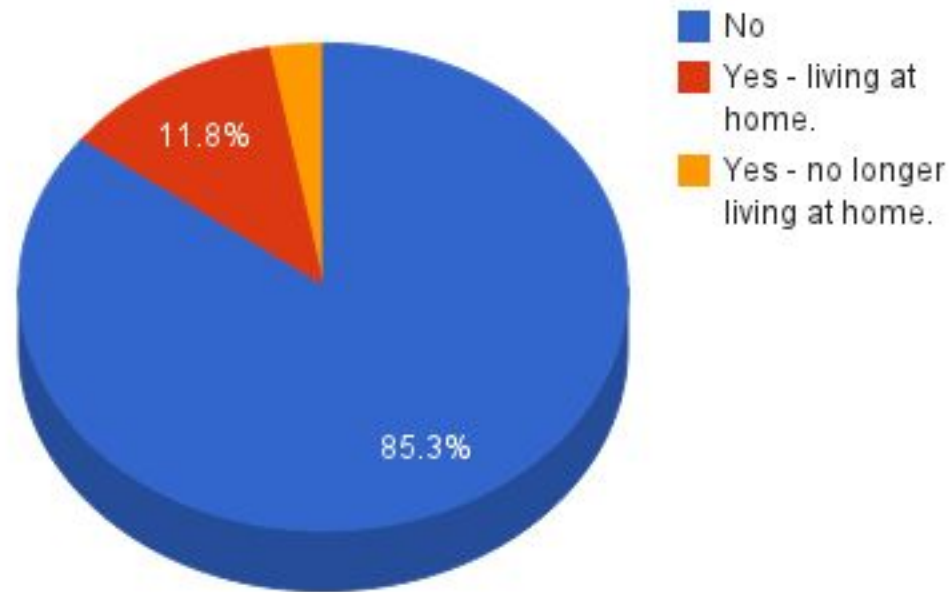
Married or Single

Are you married or single?



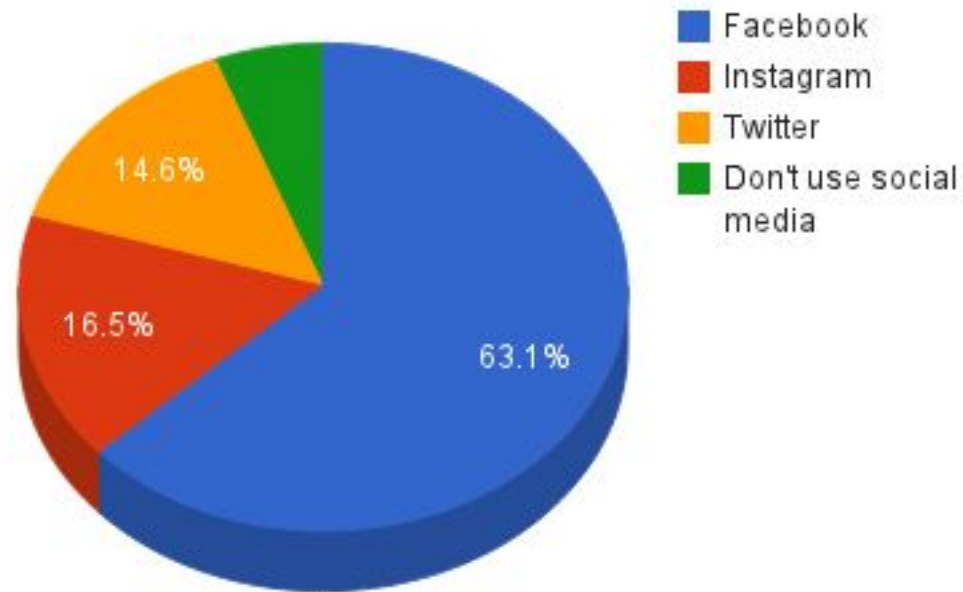
Children

Do you have children?



Favorite Social Network

Which social media network do you spend the most time using?



Technology Ownership

Product	Own	Plan to Purchase	Neither
Android Phone	46.8%	16.5%	36.7%
iPhone	50.5%	11%	38.5%
Other Smartphone	10.1%	13.8%	76.1%
Android Tablet	28.4%	20.2%	51.4%
iPad	45%	14.7%	40.4%
Other Tablet	19.3%	9.2%	71.6%
Smart TV	30.3%	27.5%	42.2%
Connected TV Device	38.5%	19.3%	42.2%
Connected Home Product(s)	11%	28.4%	60.6%
Wearable Device	11%	39.4%	48.6%
Gaming Console	56.9%	11.9%	31.2%
Cloud Storage Services	60.6%	11%	28.4%



getgeeked

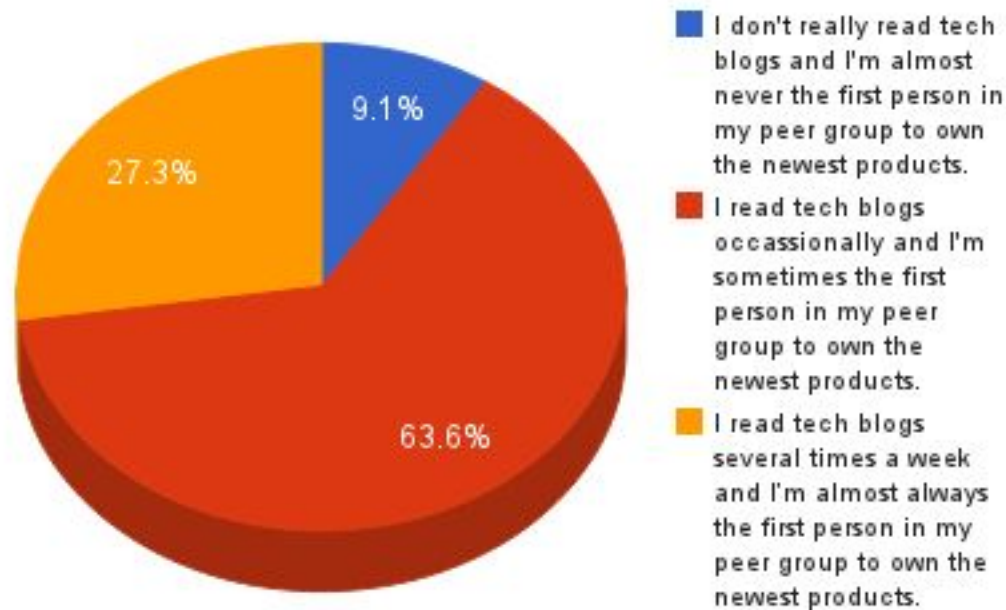
Attendee Influence

Attendee Influence Headlines

- Over 90% of getgeeked attendees read tech blogs regularly with over one-quarter saying they are almost always the first in their peer group to own a new gadget.
- Just under three-quarters are asked for advice on what tech products to buy often (45.9%) or very often (26.6%).
- Over half of getgeeked attendees rely primarily on other consumers for advice on what tech products to purchase.
- Just over 60% share their opinions about tech products, services, and brands on social media often (36.1%) or very often (24.1%).

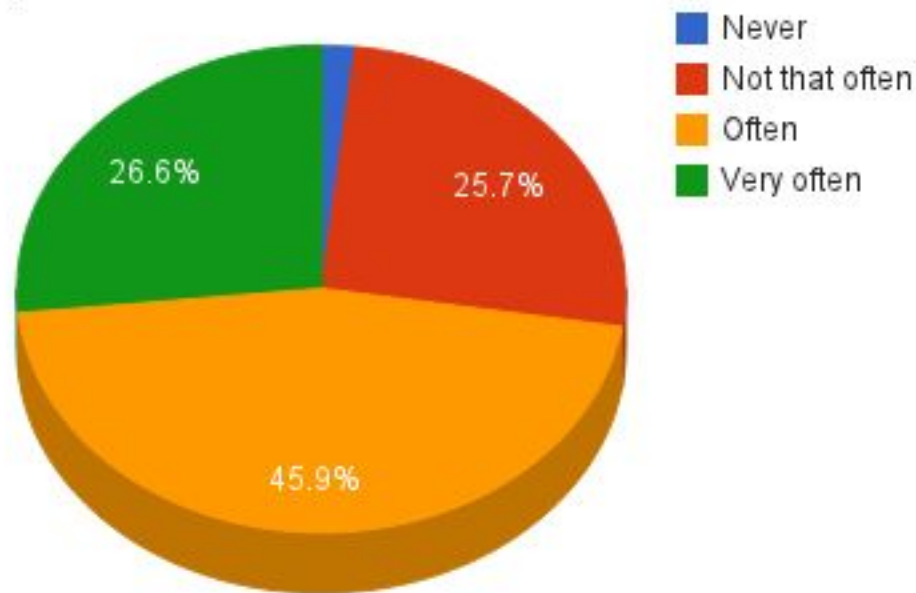
Adopter Level

Which of the following description best fits you?



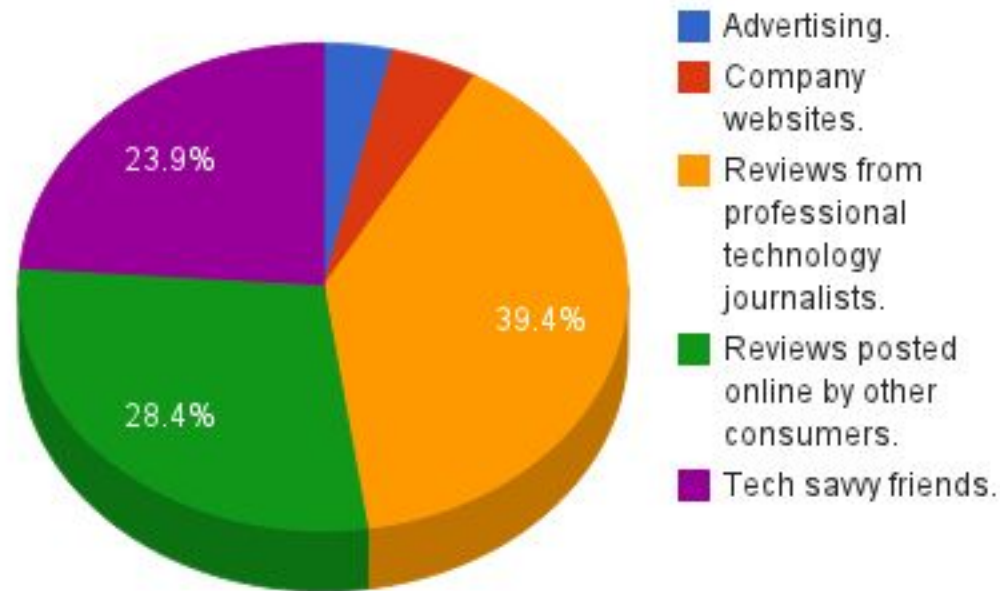
Purchase Influence

How often are you asked for advice by others about which technology products and services to purchase?



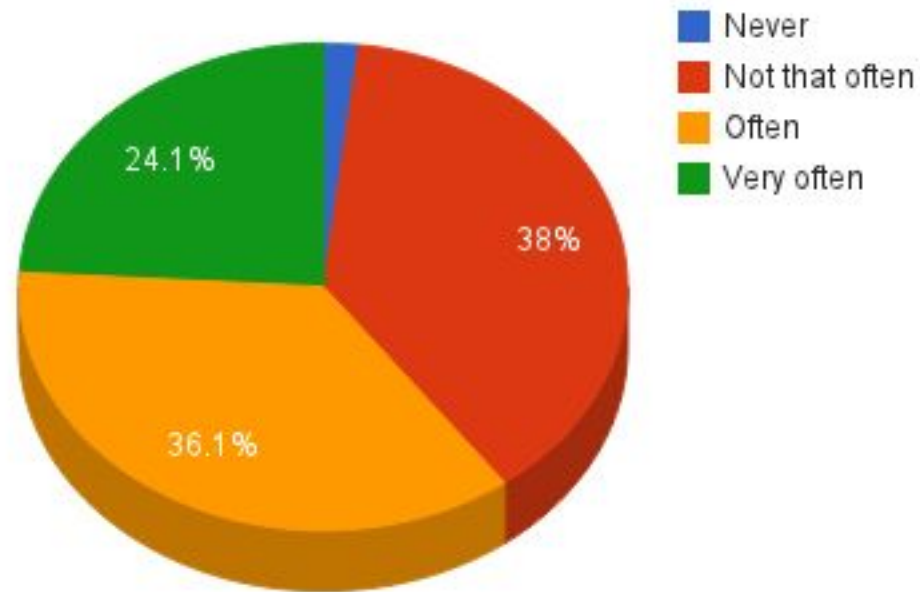
Purchase Research Sources

Which of the following sources do you rely on MOST for advice on what technology products to purchase?



Opinion Sharing on Social Media

How often do you share your opinions about technology products, services, or brands on social media?



The top of the slide features a decorative header with a circuit board pattern. The pattern consists of various colored lines (purple, blue, green, orange, pink) and grey dots representing components. A white speech bubble with a thin black border is positioned on the left side of the header, containing the text 'getgeeked' in a lowercase, sans-serif font. The word 'get' is in grey, and 'geeked' is in blue.

getgeeked

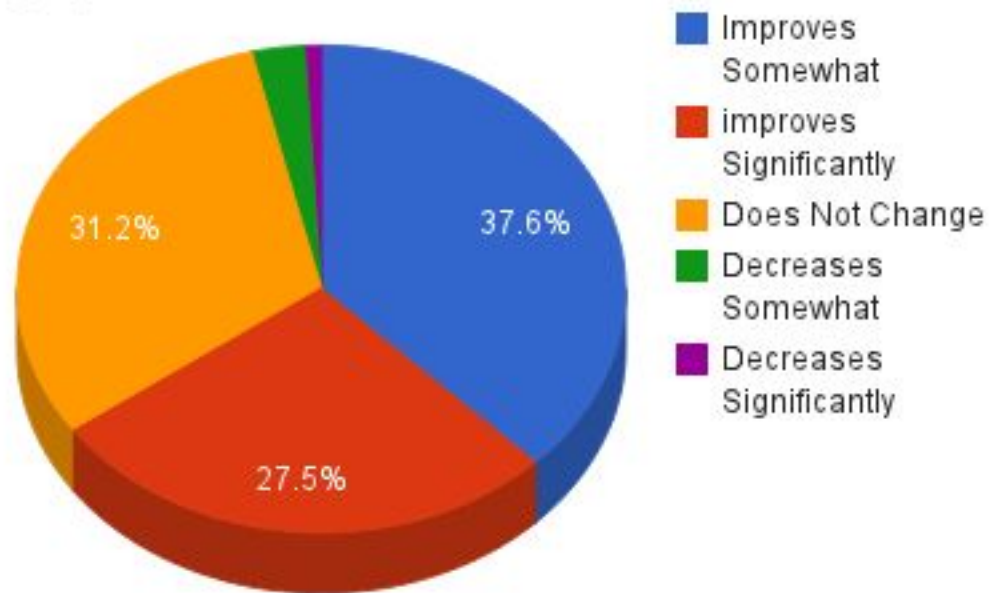
Benefits of Participation

Benefits Headlines

- 65% of getgeeked attendees have better opinions of participating companies after the event while only 2.8% have lesser opinions.
- Over half feel they have a better understanding of participating companies' products after the event.
- Over one-quarter feel they have a stronger relationship with getgeeked sponsors after the event.
- *Over 60% of getgeeked attendees are more likely to purchase products from our sponsors after the event.*

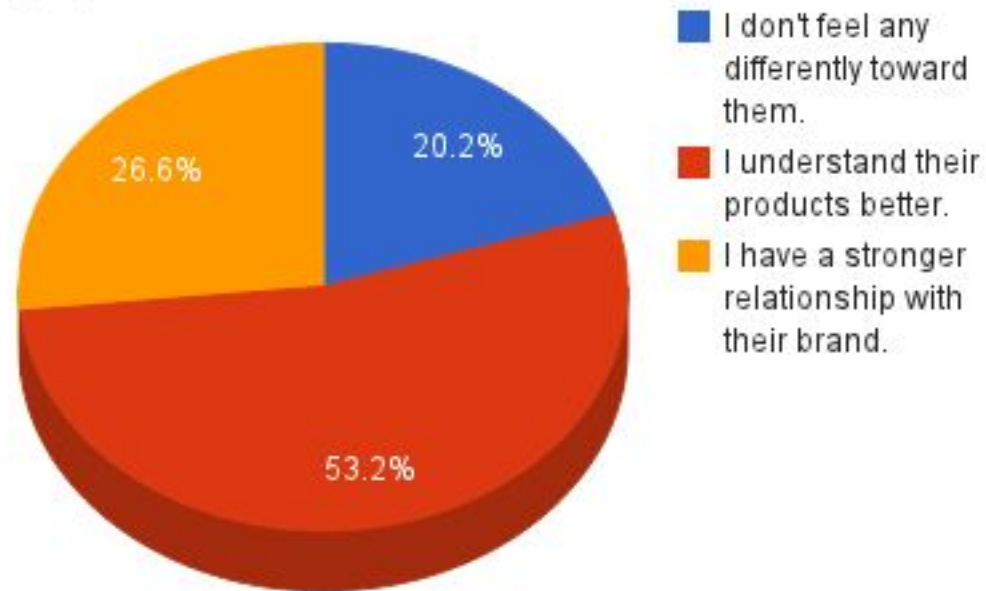
Improving Opinions

Which of the following statements best describes your opinion after interacting with a company at getgeeked New York?



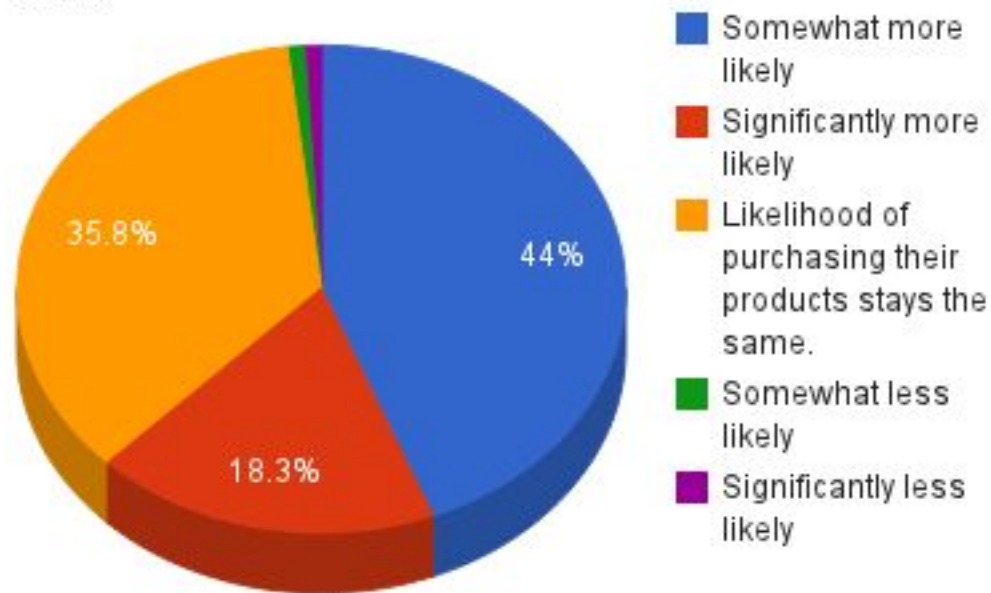
Achieving Objectives

Which of the following statements best describes how you feel after interacting with a company at getgeeked New York?



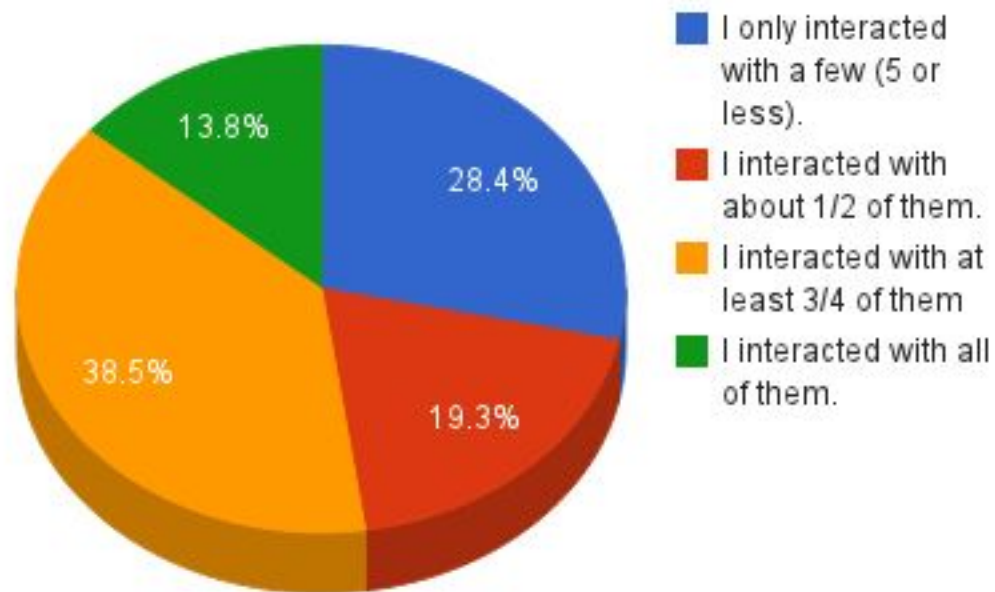
Increasing Purchase Intent

Which of the following statements best describes your likelihood of purchasing a company's products or services after interacting with that company at getgeeked New York?



Building Relationships

How many getgeeked New York Sponsors would you estimate you interacted with at the event?



The logo for 'getgeeked' is displayed in a white speech bubble with a thin black border. The word 'get' is in a grey sans-serif font, and 'geeked' is in a blue sans-serif font. The background of the slide features a stylized circuit board pattern with various colored lines (grey, blue, green, orange, pink) and nodes.

getgeeked

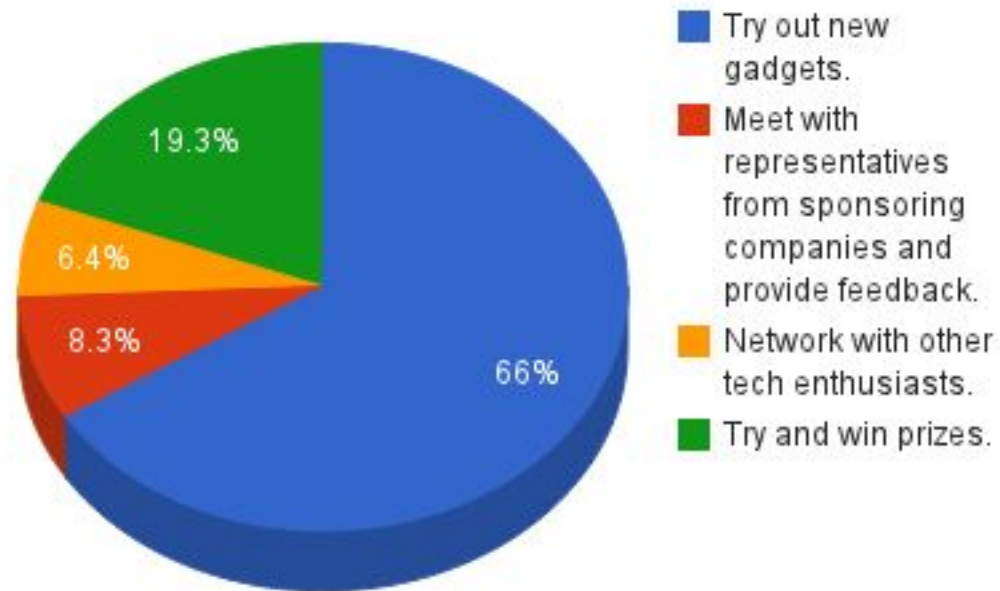
General Event Feedback

Event Feedback Headlines

- Two-thirds of getgeeked attendees came to the event to try out new gadgets.
- Over 70% rated the event a 7 or above on a scale of 1 to 10.
- Just under 90% are very likely or extremely likely to attend the next getgeeked New York event.
- Over three-fourths of getgeeked attendees are very likely or extremely likely to recommend getgeeked New York to their friends.

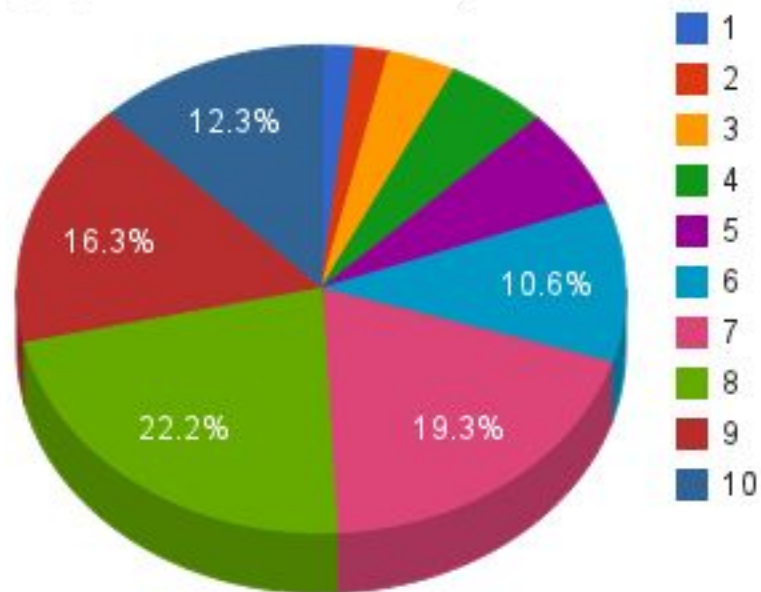
Reasons for Attending

What was your primary reason for attending getgeeked New York?



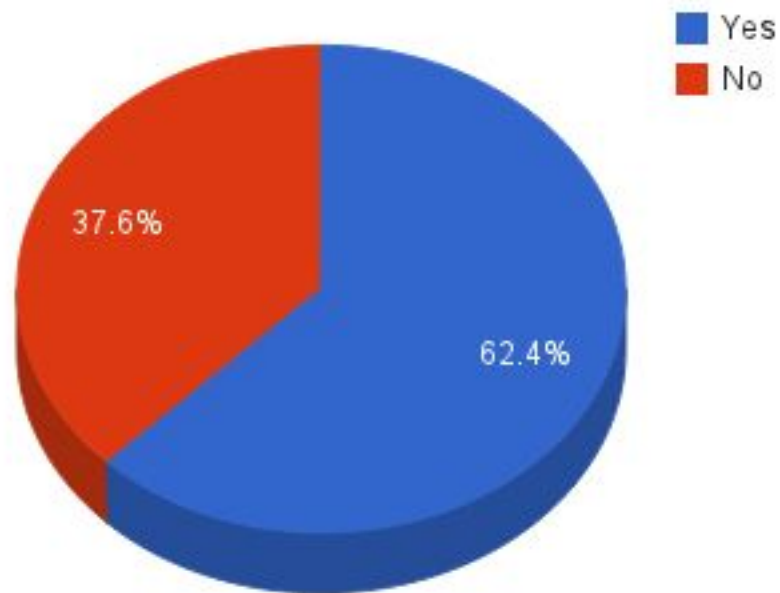
Overall Satisfaction

On a scale of 1 to 10 where 10 is excellent and 1 is very poor, how satisfied were you with your getgeeked New York experience?



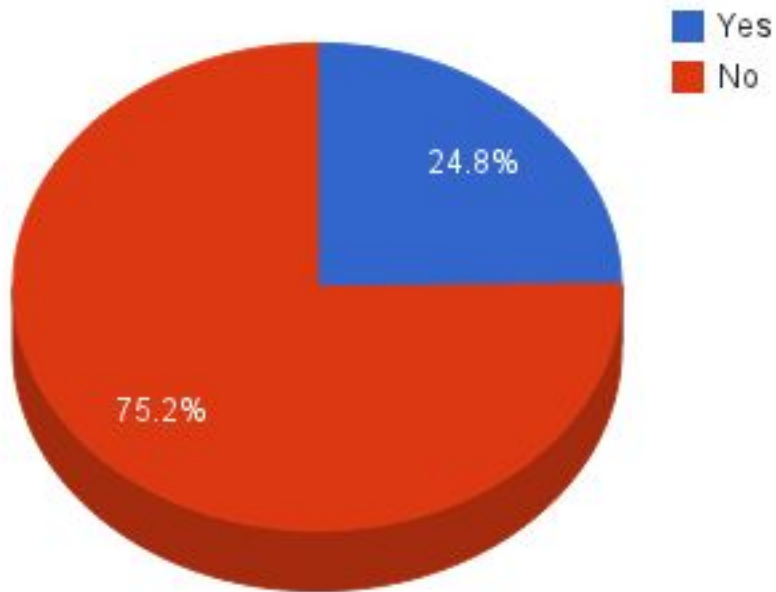
Contest Participation

Did you enter the Twitter or Instagram contests?



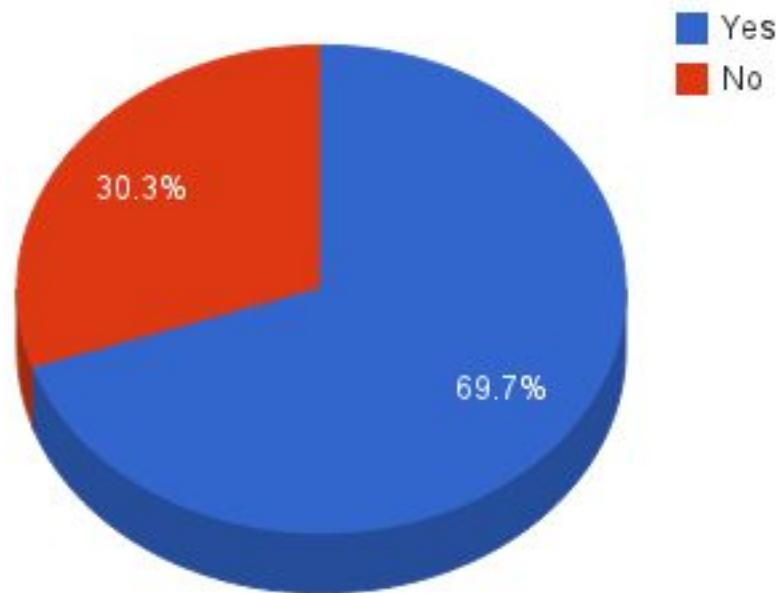
Conference Attendance

Did you attend any of the conference sessions?



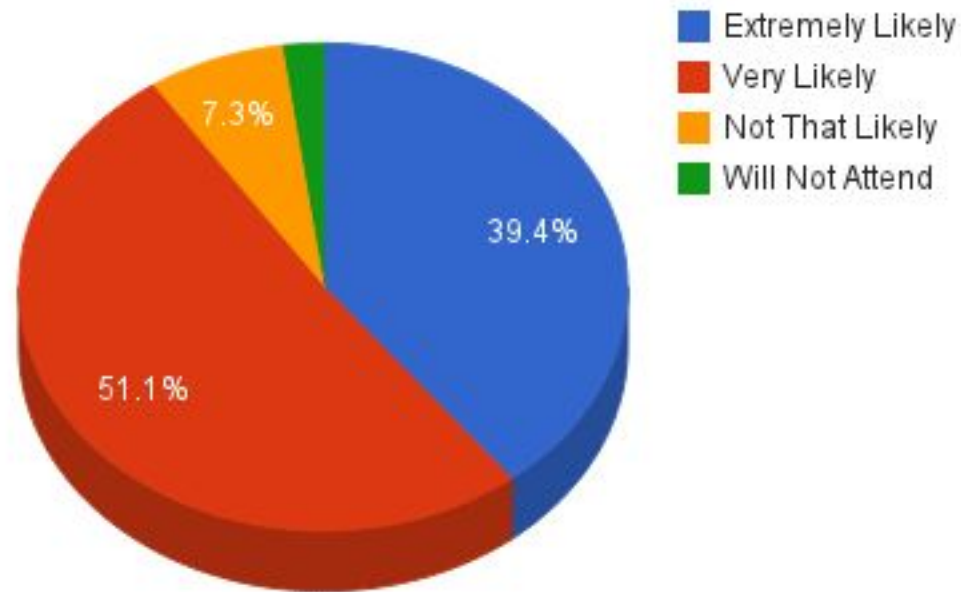
Promotion

Do you feel enough was done to make you aware of the conference program and contests?



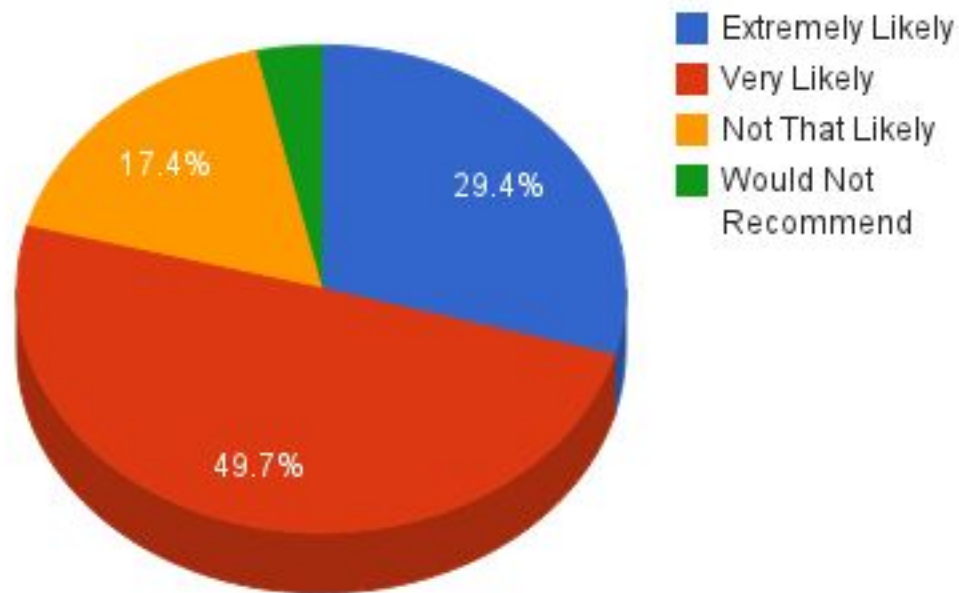
Likelihood of Attending Again

How likely are you to attend the next getgeeked New York event?



Likelihood of Recommending

How likely would you be to recommend that others attend the next getgeeked New York event?



Best of Show

Which getgeeked New York sponsor was your favorite?

