



Attendee Survey Results Presentation

Conducted and Prepared by



Presentation Outline

- ▶ Survey Response Rate
- ▶ Section Summaries
- ▶ Individual Sections Data
 - ▶ Attendee Demographics
 - ▶ Event Feedback
 - ▶ Attendee Influence
 - ▶ ROI Summary

Survey Response Rate

- ▶ 1041 getgeeked San Francisco Consumer RSVPs
- ▶ 512 Consumer Attendees representing 348 individual emails.*
- ▶ 79 Survey Responses
- ▶ 22.7% Response Rate

**Consumers are allowed to register for two tickets to the event.*

SECTION SUMMARIES

Attendee Demographic Summary

- ▶ *26-35 was the top age group (46%)*
- ▶ *36-45 was next (22.4%)*
- ▶ *55.3% Male*
- ▶ *Overwhelmingly single (71.2%) and without children (75.1%)*
- ▶ *14.8% earn over \$250,000 per year.*
- ▶ *45.9% earn over \$100,000 per year.*
- ▶ *55.1% Android users and 12.9% both Android and iOS users.*

Event Feedback Summary

- ▶ *68.4% of attendees said their main reason for attending was to try out new products.*
- ▶ *69.3% of attendees ranked their satisfaction level with the event a 7 or above.*
- ▶ *83.9% of attendees are extremely or very likely to attend the next event.*
- ▶ *78.9% of attendees are extremely or very likely to recommend that others attend the next event.*
- ▶ *65.8% of attendees participated in the Twitter and Instagram contests.*

Influence Measurement Summary

- ▶ *83.5% of attendees are asked for tech buying advice either very often or often.*
- ▶ *50.6% attendees submit reviews of tech products online either very often or often.*
- ▶ *53.2% of attendees share opinions about brands and products on social media at least once per month.*
- ▶ *59.5% of attendees rely on other consumers as their primary resource for researching new product purchases.*

Consumer ROI Summary

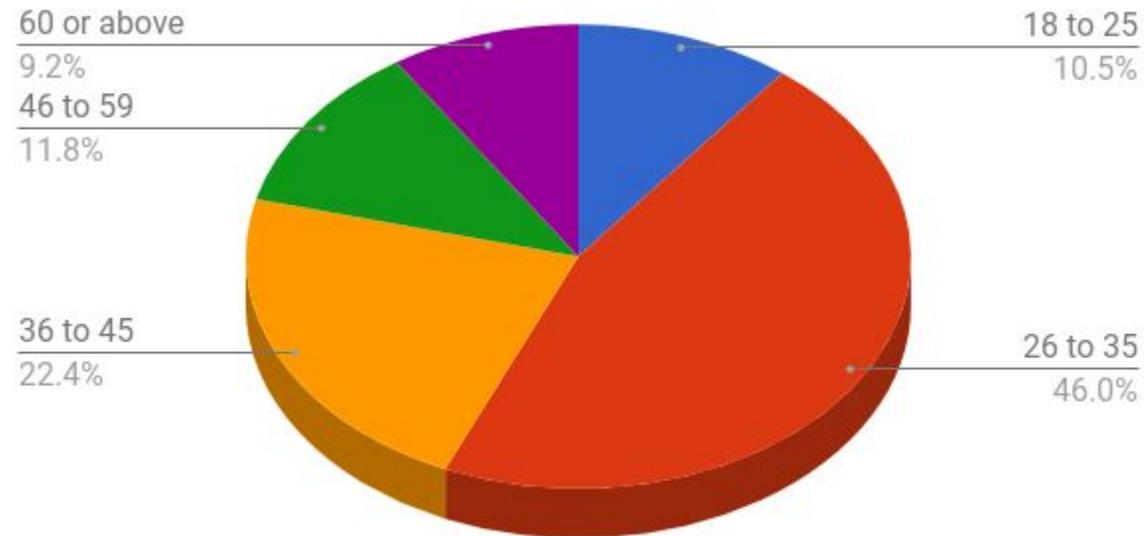
- ▶ *81% of attendees said their opinion of the companies they met with improved significantly (30.4%) or somewhat (50.6%).*
- ▶ *91.3% of attendees said they have either a better understanding of the products they saw (57.3%) or a stronger relationship with the companies they met with (34%).*
- ▶ *82.2% of attendees said they were significantly (26.6%) or somewhat (55.6%) more likely to purchase the products or services of companies they met with at getgeeked San Francisco.*

Attendee Demographics

Geeks to the Core!

Age

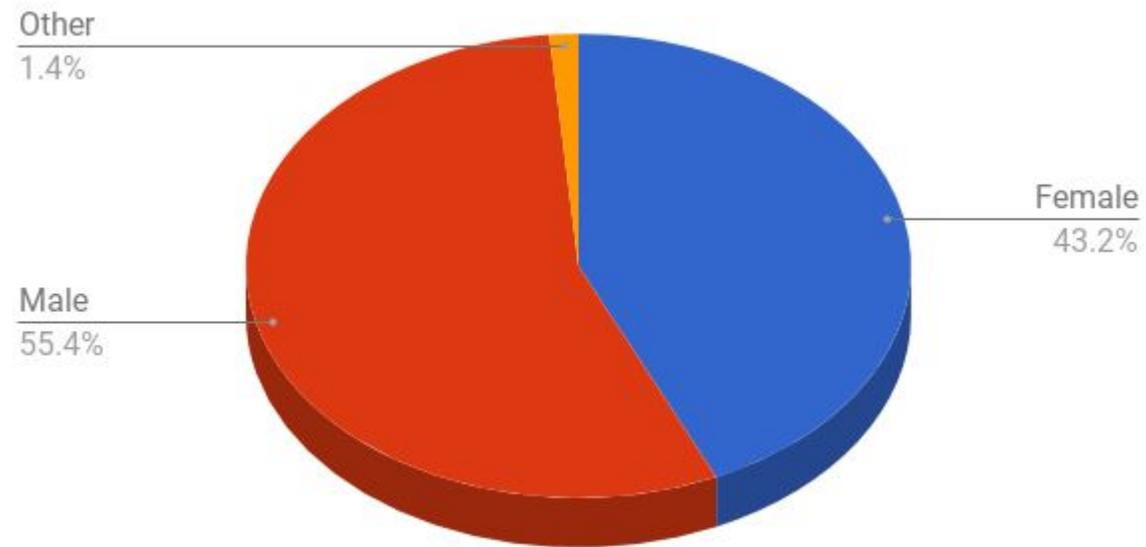
- ▶ Which of the following age groups best describes you?



Almost half of attendees fall into the highly desirable 26-35 age group.

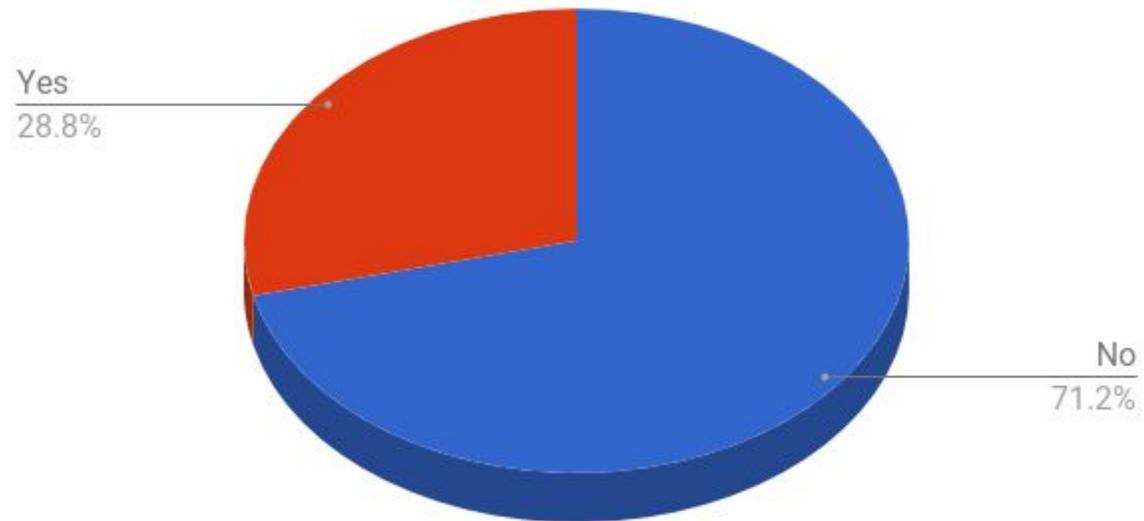
Gender

- ▶ What's your gender?



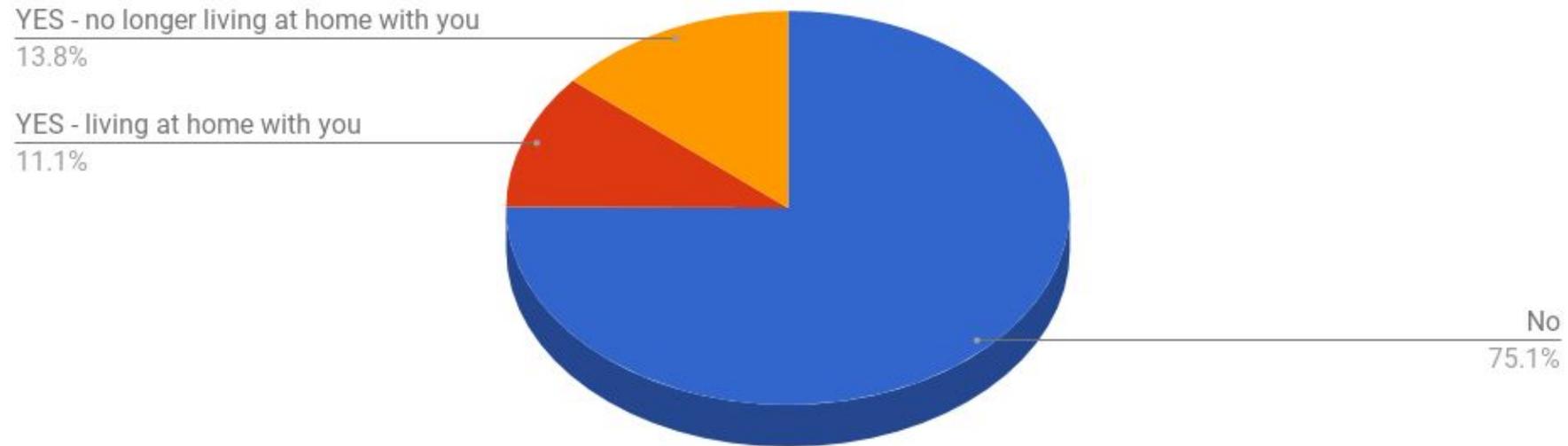
Marital Status

- ▶ Are you married?



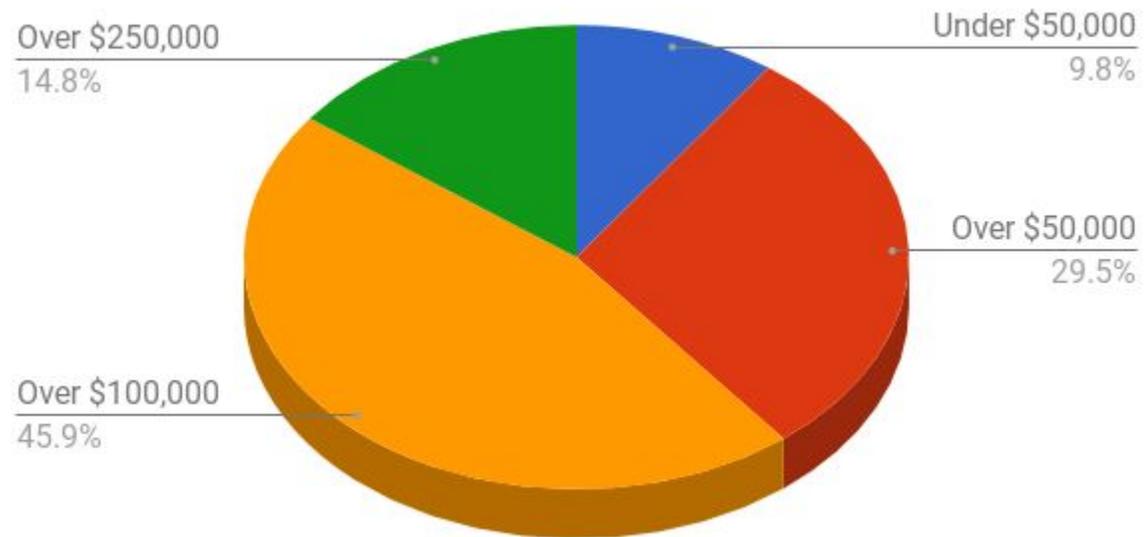
Children

▶ Do you have children?



Income Level

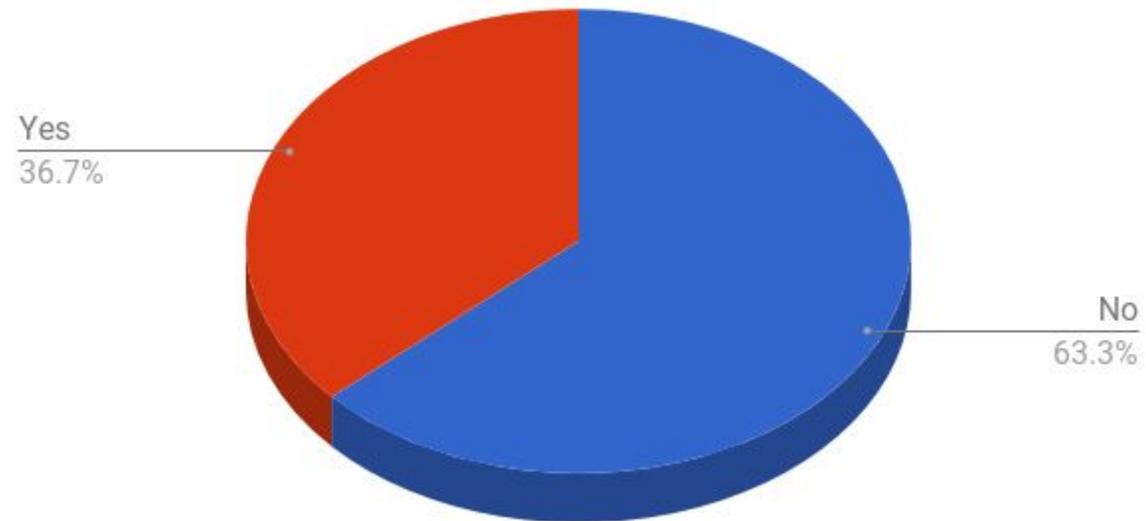
- ▶ Which of the following ranges best describes your total household income?



Over 60% of attendees earn more than \$100,000 per year.

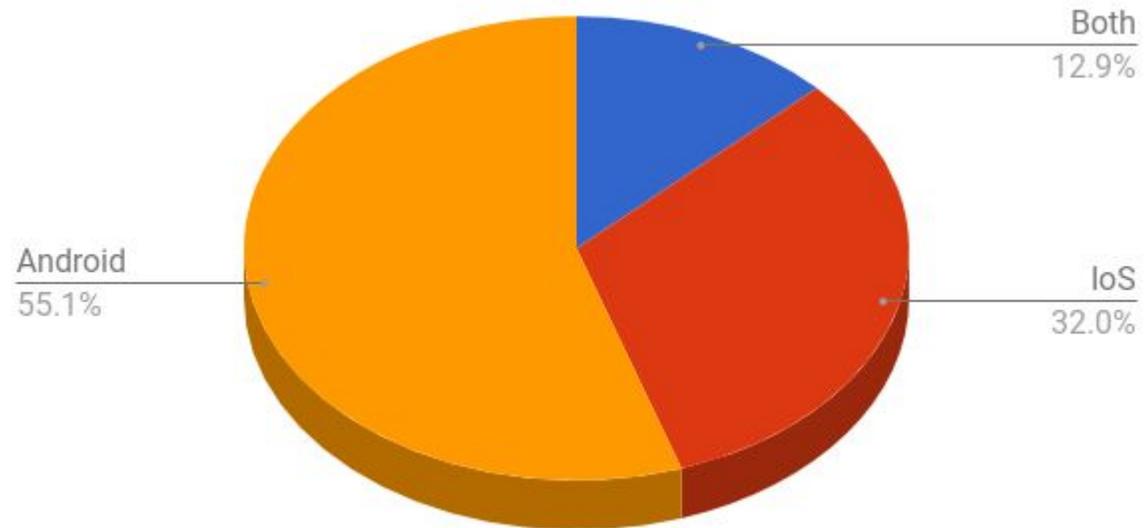
Tech Industry

- ▶ Do you work in the technology industry?



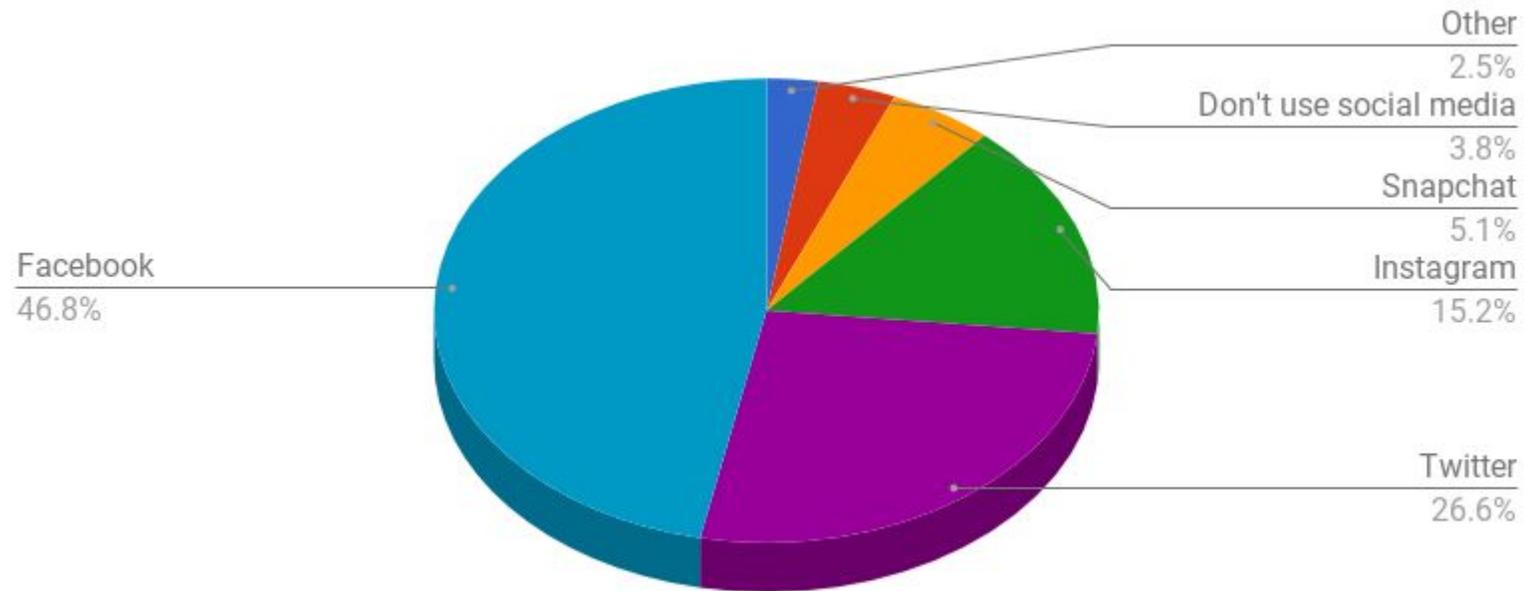
Android vs. iOS

- ▶ Which mobile operating system do you use?



Primary Social Network

- ▶ Which social media network do you use the most?

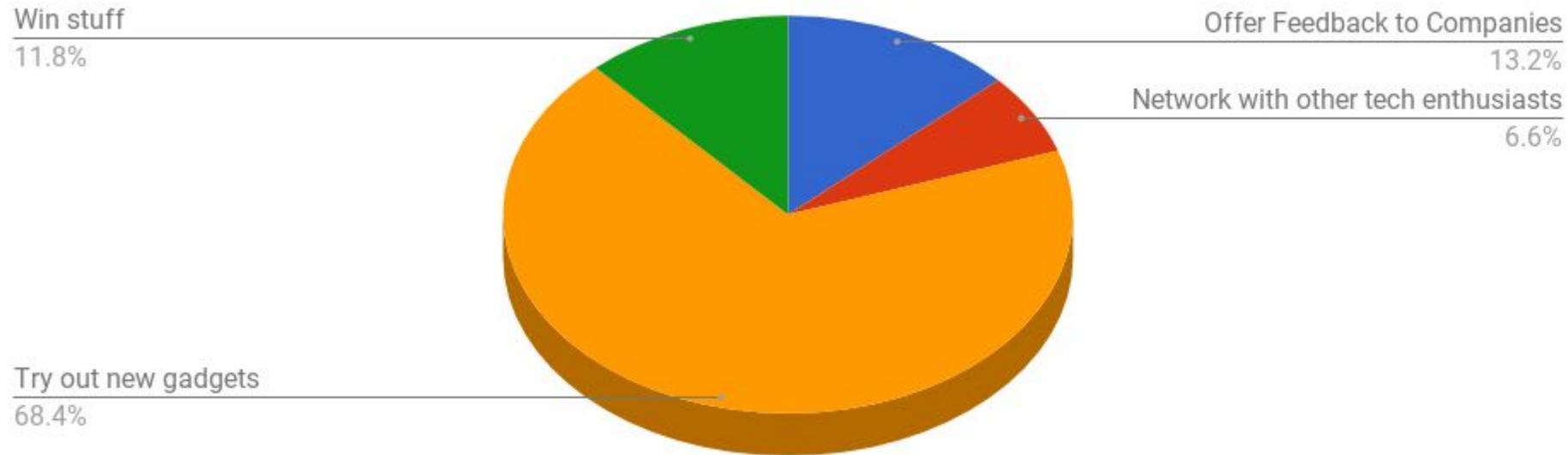


Event Feedback

Lots of Love for getgeeked!

Reason for Attending

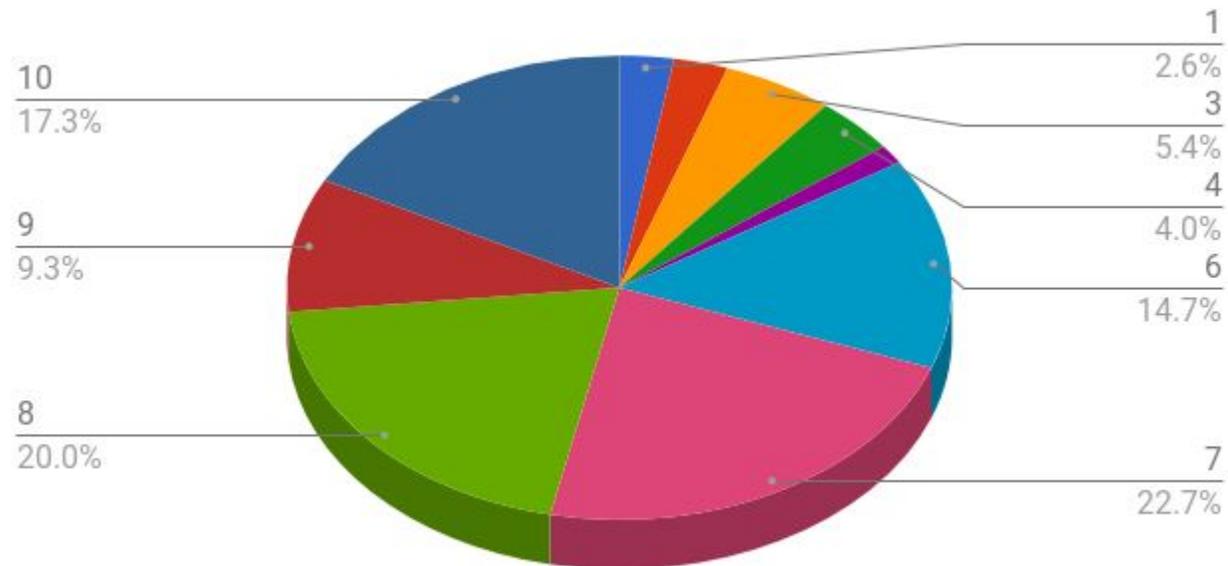
- ▶ What was your main reason for attending getgeeked San Francisco?



Over two-thirds of attendees main reason for attending was to try out new gadgets.

Overall Satisfaction

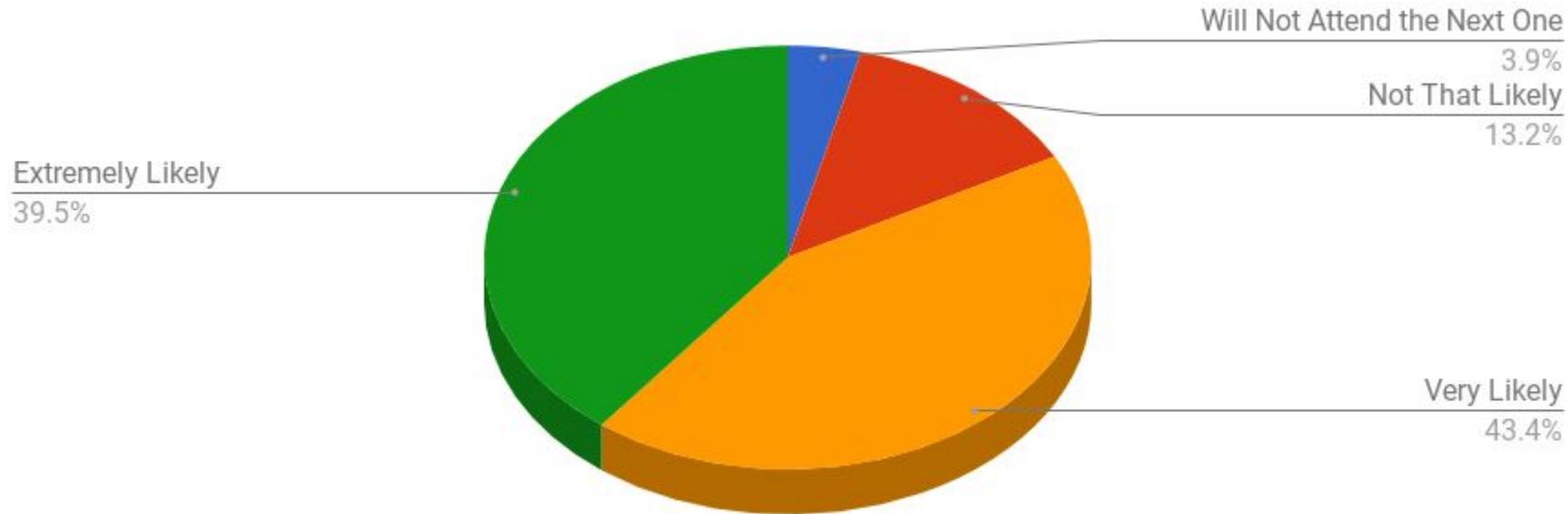
- ▶ On a scale of 1 to 10 where 10 is excellent and 1 is very poor, how satisfied were you with the event?



69.3% of attendees ranked their satisfaction level with the event at 7 or above.

Likelihood of Attending in 2018

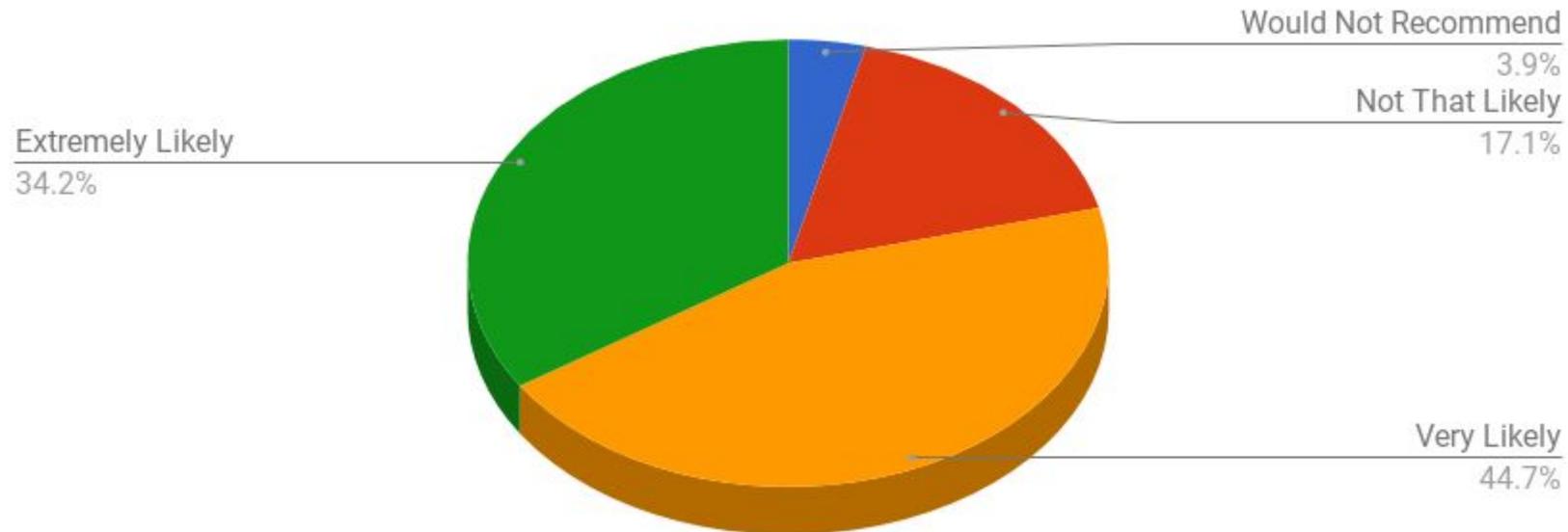
- ▶ How likely are you to attend the next getgeeked SF event?



83.9% of attendees are extremely or very likely to attend the next event.

Likelihood of Recommending

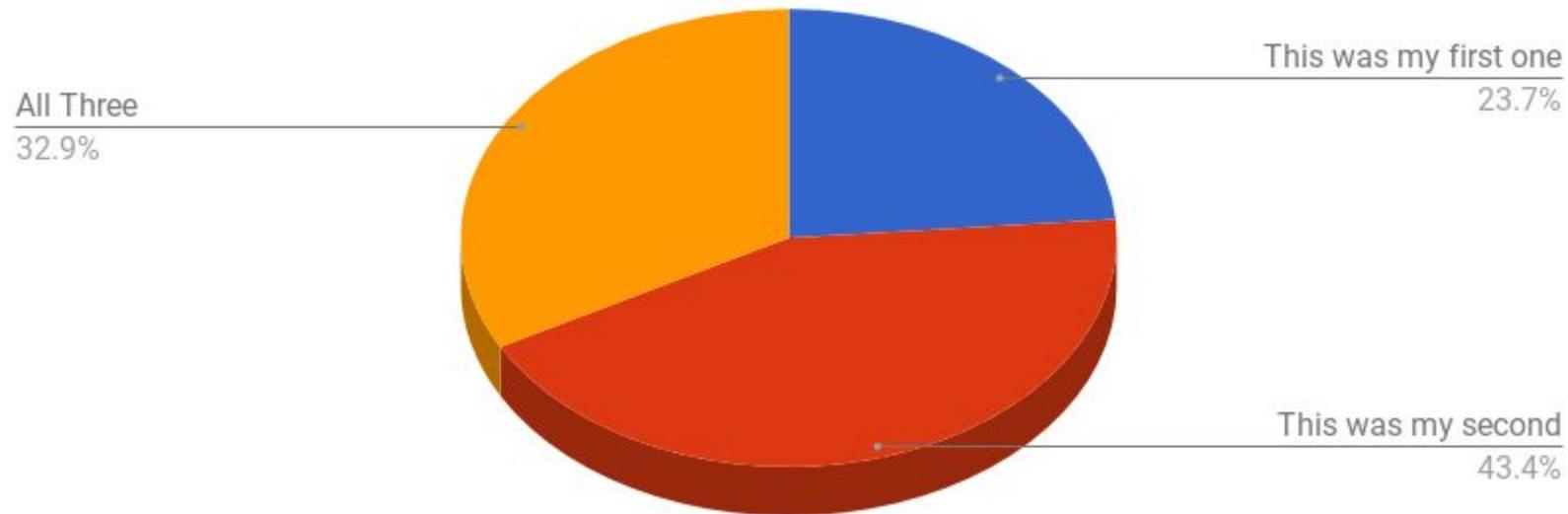
- ▶ How likely would you be to recommend that others attend getgeeked San Francisco?



Over three-fourths of attendees are extremely or very likely to recommend that others attend the next event.

Previous Attendance

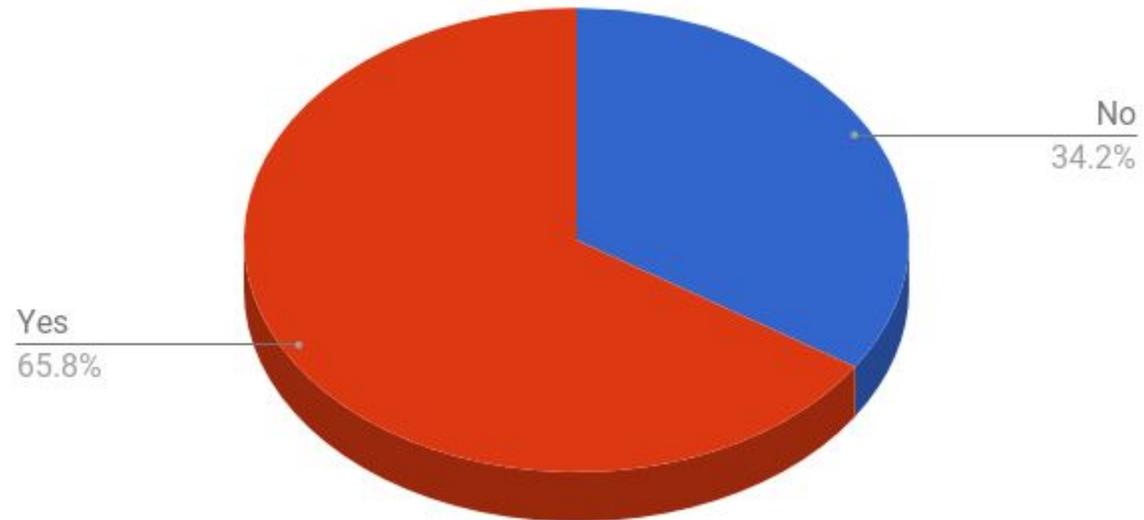
- ▶ How many getgeeked SF events have you attended?



Over three-fourths of attendees have attended getgeeked San Francisco at least once before.

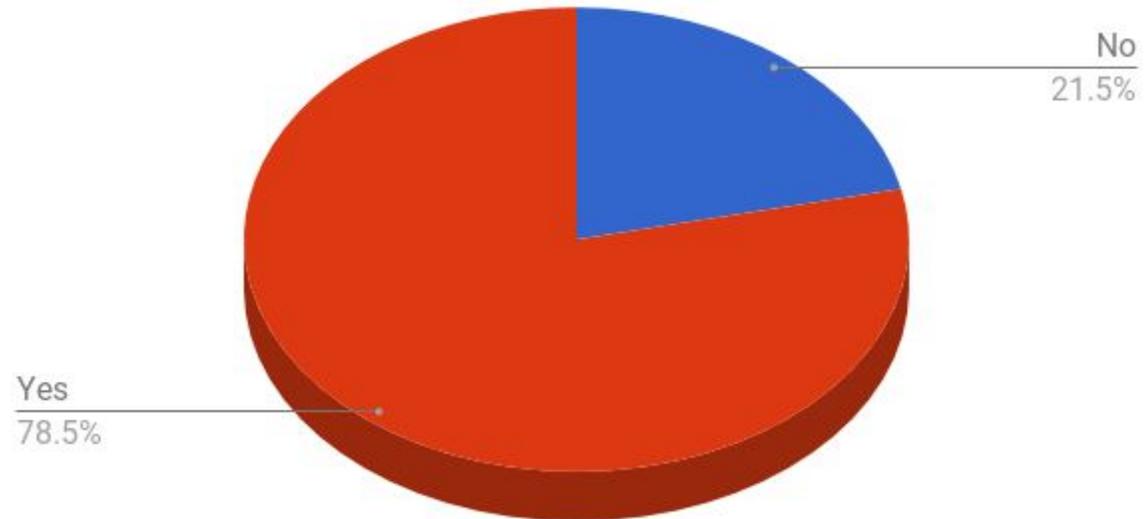
Contest Participation

- ▶ Did you enter the Twitter or Instagram contests?



Contest Promotion

- ▶ Do you feel enough was done to make you aware of the contests?



Attendee Influence

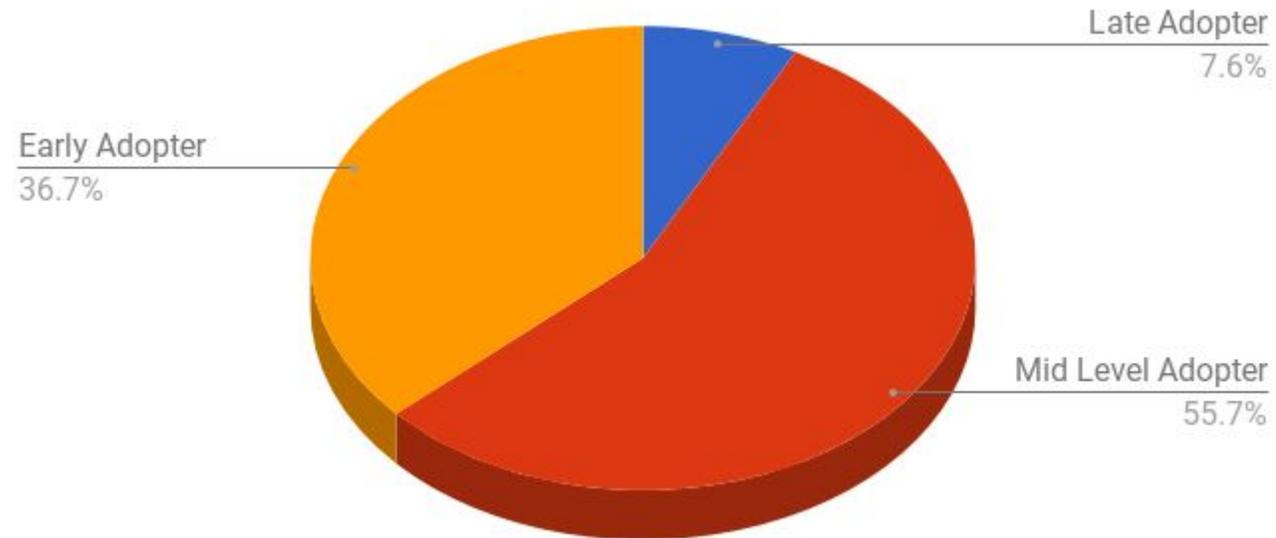
The Geeks You Need to Engage!

Adopter Level

▶ 1. Which of the following description best fits you?

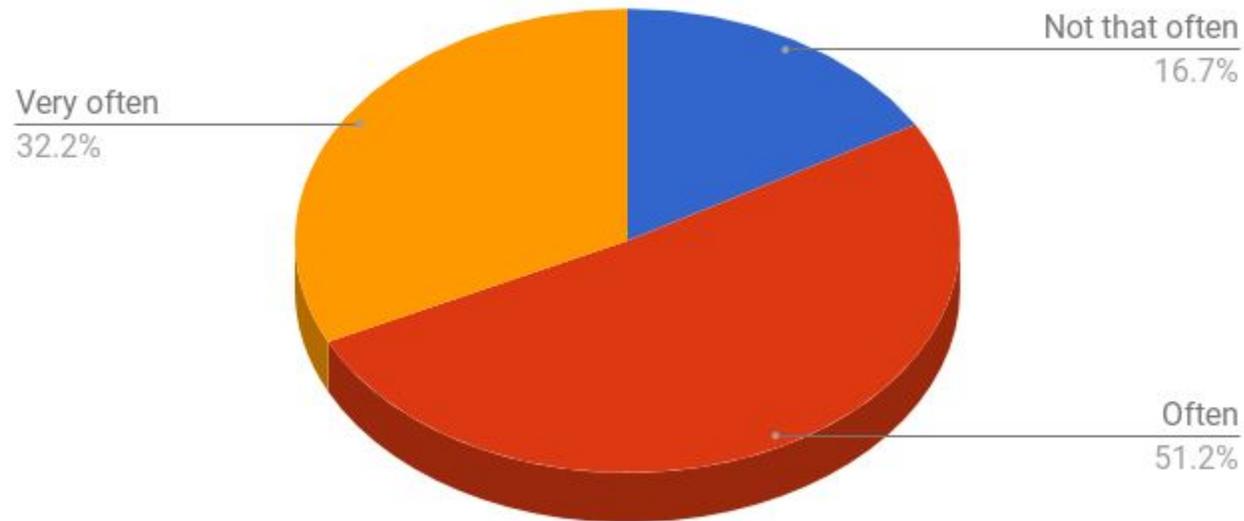
Answer Options

1. Late Adopter - I don't really follow tech industry news. I rarely visit tech blogs / news websites. I'm not really aware of major tech trends or high-profile new product launches and I'm almost never the first person in my peer group to buy the hottest new tech gadget.
2. Mid-Level - I follow tech industry news somewhat closely. I visit tech blogs / news websites at least once a week. I'm usually aware of major tech trends and high-profile new product launches, and I'm sometimes the first person in my peer group to buy the hottest new tech gadget.
3. Early Adopter - I follow tech industry news very closely. I visit tech blogs / news websites at least a few times a week. I'm almost always aware of major tech trends and high-profile new product launches, and I'm usually the first person in my peer group to buy the hottest new tech gadget.



Advice Sought

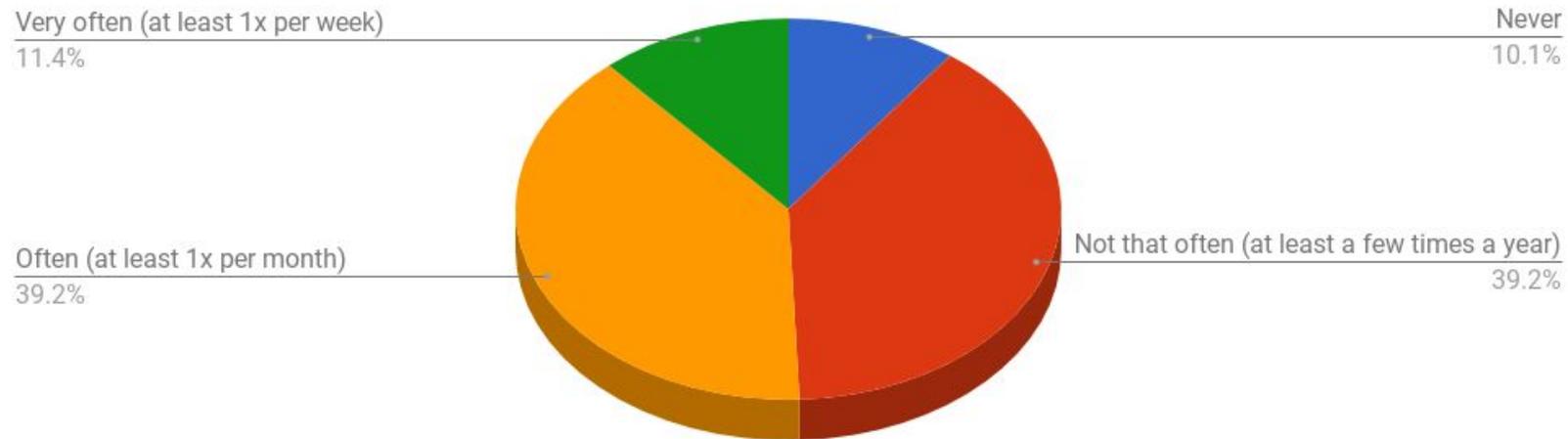
- ▶ 1. How often are you asked for advice about what technology products and services to purchase?



Over 80% of attendees are asked for tech buying advice either very often or often.

Active Reviewers

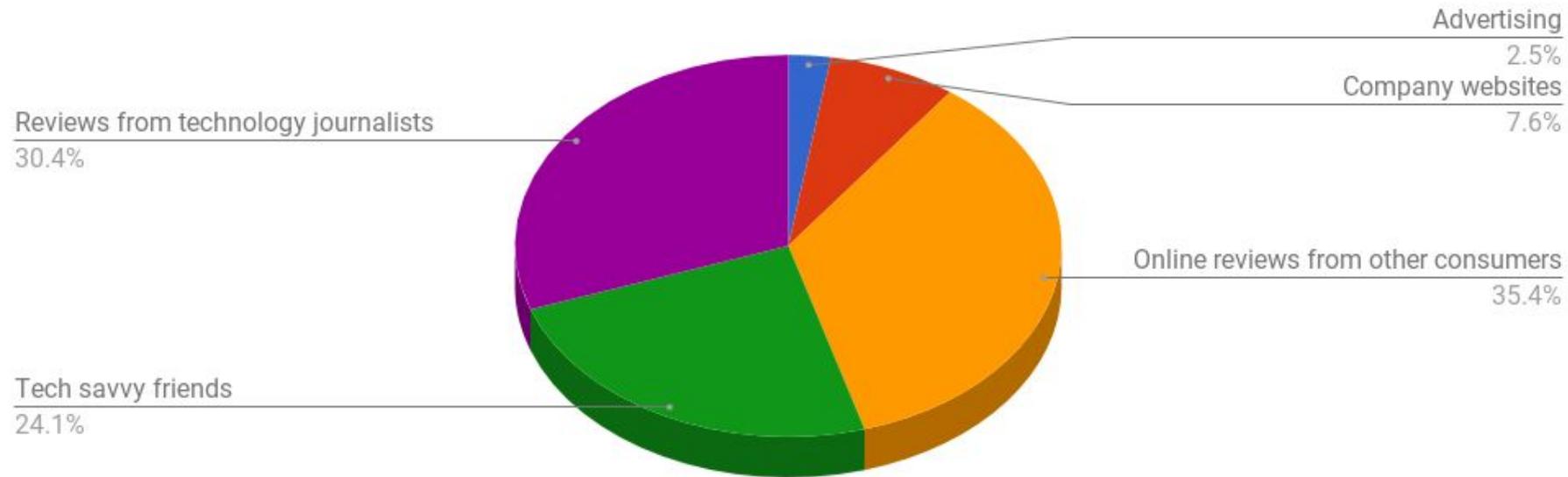
- ▶ 1. How often do you submit reviews online about tech products or services?



Over half of attendees submit reviews of tech products online either very often or often.

Product Research Sources

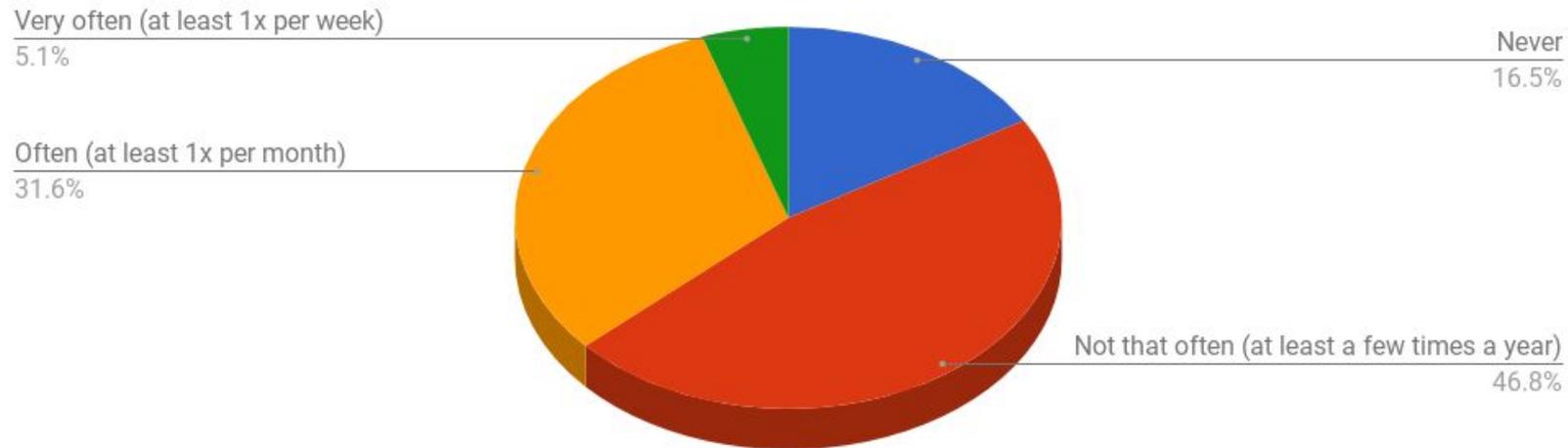
- ▶ 1. Which of the following sources do you rely on MOST for advice on what technology products to purchase?



Well over half of attendees rely on other consumers as their primary resource for researching new product purchases.

Relationship Seekers

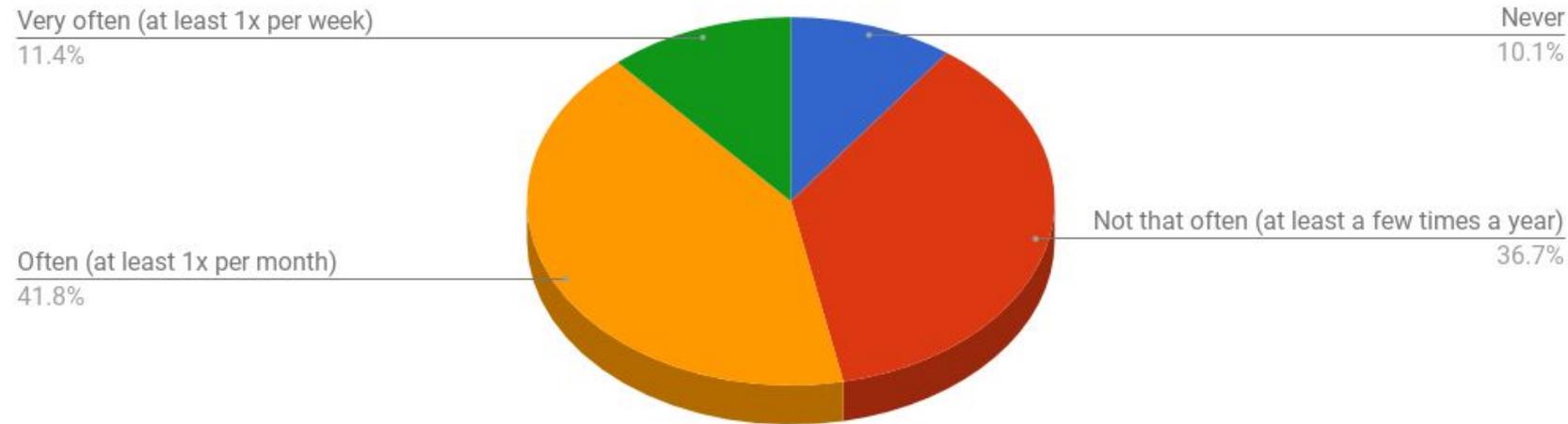
- ▶ 1. How often do you attempt to contact brands directly on social media?



Well over one quarter of attendees contact brands on social media at least once per month.

Active Sharers

- ▶ 1. How often do you share your opinions about tech products or services, brands on social media?



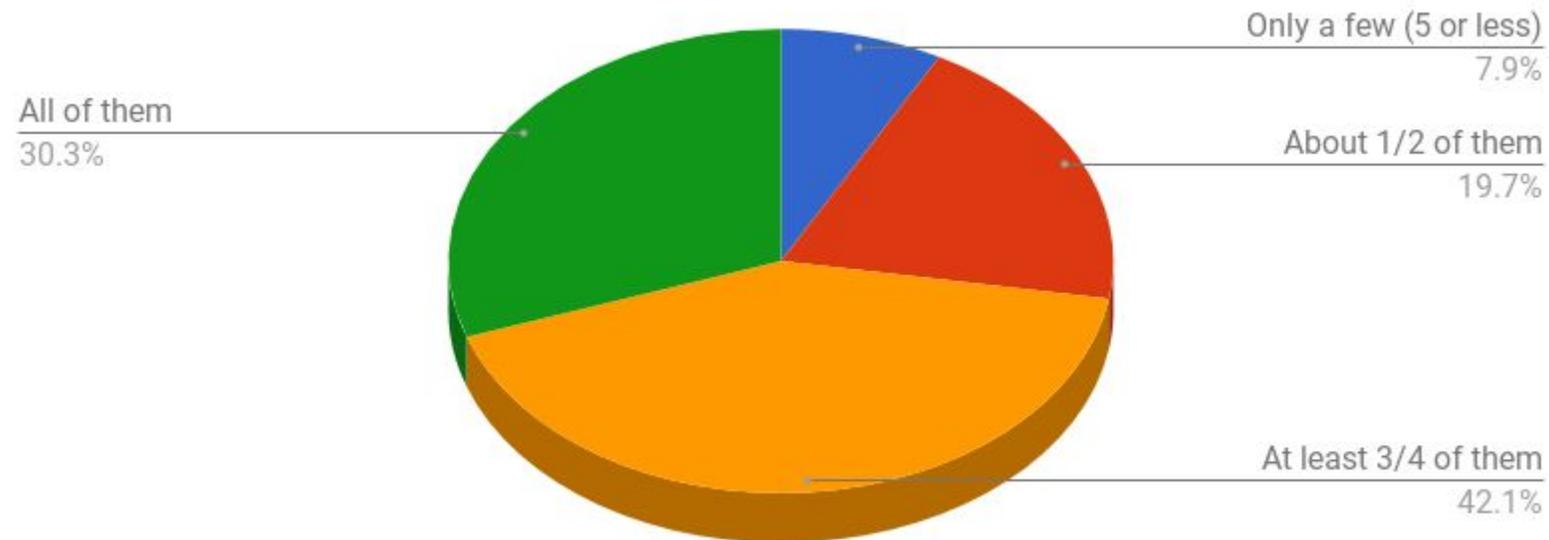
Over half of attendees share opinions about brands and products on social media at least once per month.

ROI Summary

The Benefits of Being There!

Exhibitor Interactions

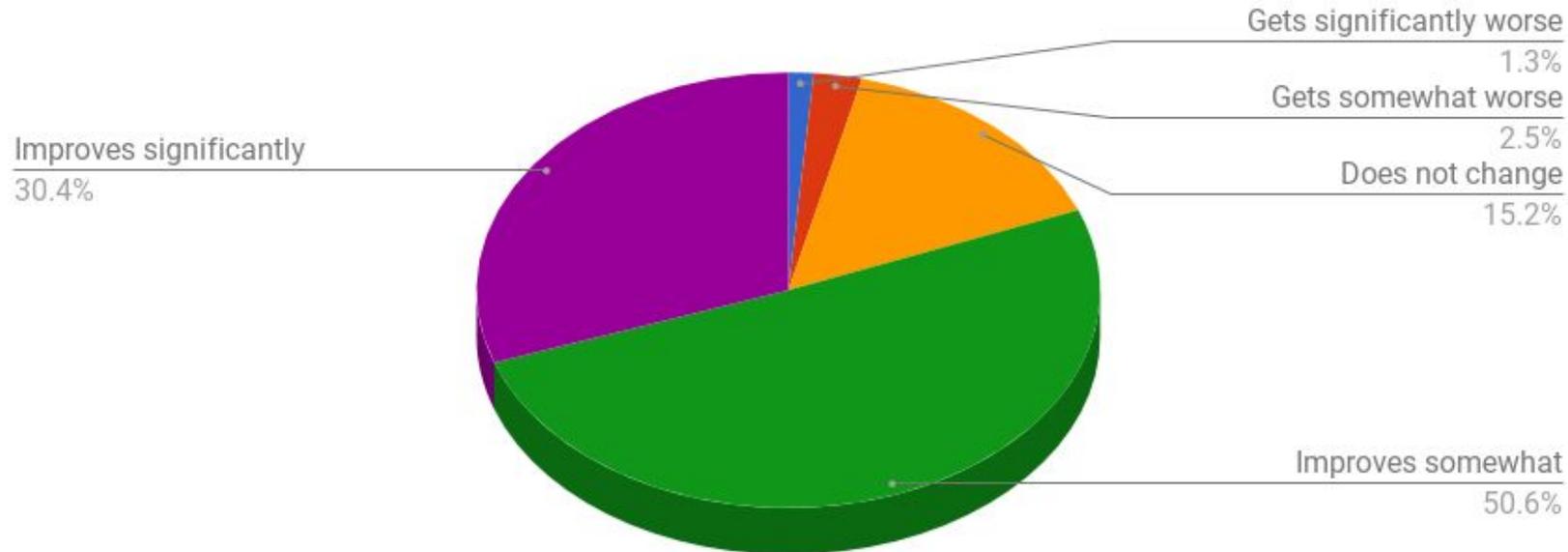
- ▶ About how many exhibitors would you estimate you interacted with at the event?



Almost three-fourths of attendees interacted with at least three out of four exhibitors.

Improving Opinions

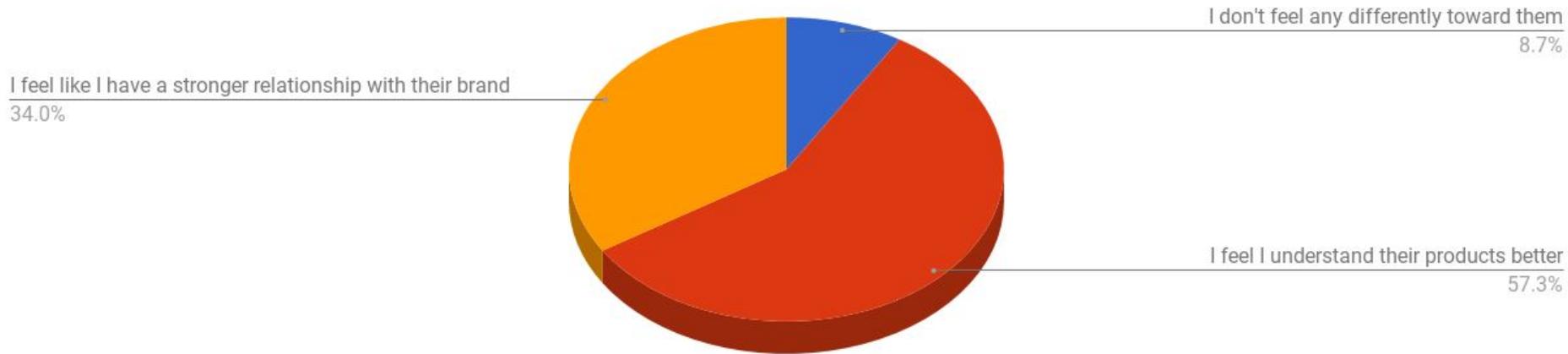
- ▶ Which of the following statements best describes your opinion of the companies at getgeeked SF after interacting with them?



Over 80% of attendees have a better opinion of the companies they met with.

Stronger Relationships

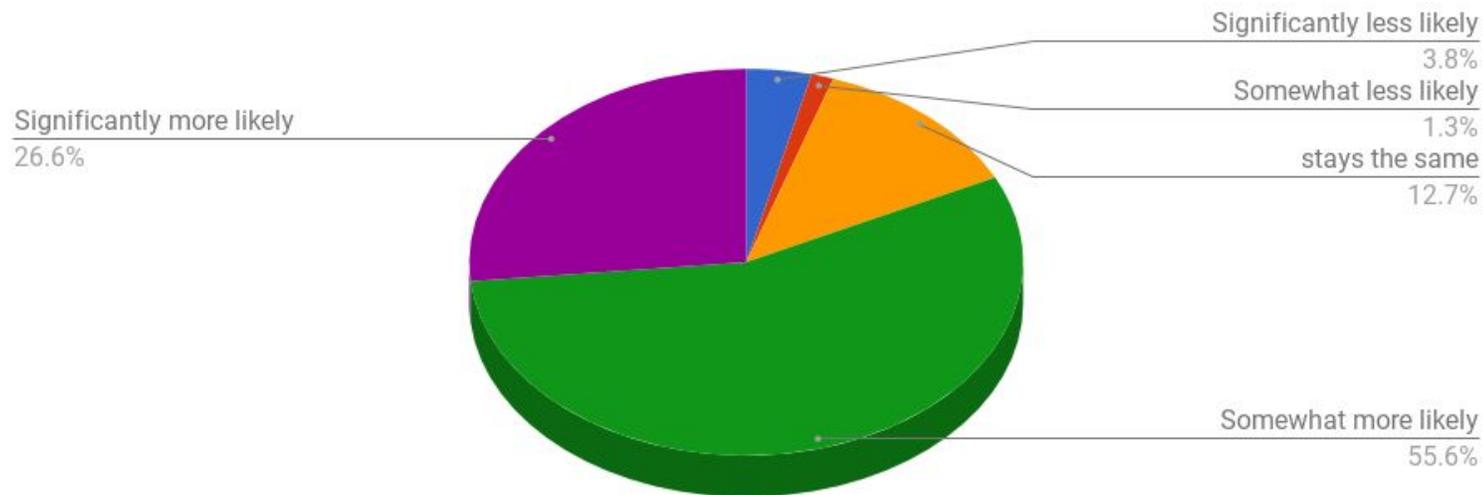
- ▶ Which of the following statements best describes how you feel about the companies you interacted with at getgeeked San Francisco?



Over 90% of attendees express either a better understanding of the products they saw or a stronger relationship with the companies they met with.

Higher Likelihood of Purchase

- ▶ Which of the following statements best describes your likelihood of purchasing a company's products or services after interacting with them at getgeeked SF?



Just under three-quarters of attendees are significantly or somewhat more likely to purchase the products or services of companies they met with.

Geek's Choice Winners

Specific Product

TOPOLOGY

EYEWEAR

Runner Up

kwilt[®]

 SimplySmartHome™
by switchmate

Brand Presentation

TOPOLOGY

EYEWEAR

Runner Up

CREATIVE[®]