

CONNECT 2021

ONLINE 1 - 30 June



IFSEC
INTERNATIONAL

SAFETY &
HEALTH EXPO

FACILITIES
SHOW

FIREX
INTERNATIONAL

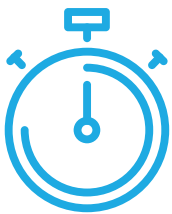
INTELLIGENT
BUILDING EUROPE

WORKPLACE
WELLBEING SHOW

POST SHOW REPORT

Connect 2021 was a month-long online, AI-powered marketplace and virtual event that ran from 1-30 June. Cross-industry buyers and suppliers from security, health and safety, facilities, fire safety, smart buildings and wellbeing were invited to browse new products; connect with colleagues; debate hot topics, ask questions; and take part in live video meetings at times convenient to them.

CONNECT IN NUMBERS



1,500+
HOURS OF
CONTENT VIEWS



367
EXHIBITING
COMPANIES



56
SPONSORS



65
WEBINARS &
PRODUCT DEMOS



4,500+
ENGAGED VISITORS



The Connect 2021 platform offered an excellent opportunity to liaise with industry through the system of meeting requests, video calls and messages.

Key Account Manager - Defence & Security, Department for International Trade



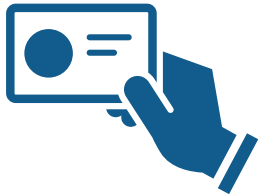
PLATFORM ENGAGEMENT

MEETINGS



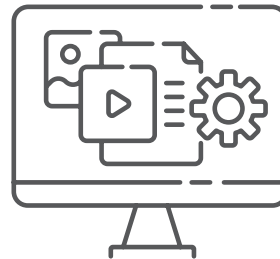
1,023

ATTENDED MEETINGS



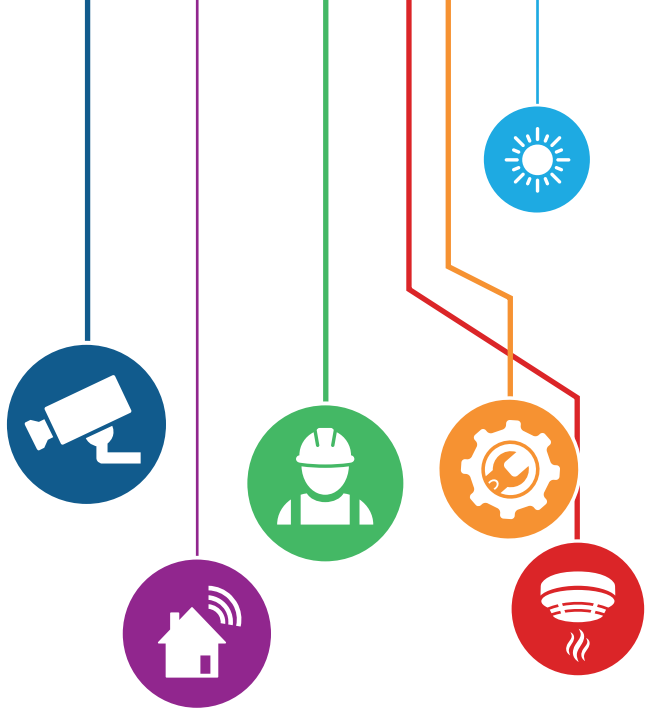
919

BUSINESS CARD DROP OFFS



3,996

TOTAL CONTENT VIEWS



MOST ACTIVE EXHIBITOR HAD

57 MEETINGS

MEETING FEEDBACK



Excellent, very clear USP.

Looking forward to seeing what we can do with this product.

Space Planner, Invesco



Very useful discussion, with a possible future collaboration.

Director, Practical Psychology Consultancy Ltd



Following a successful meeting, we have just signed an agreement with the supplier to be an exclusive agent in Egypt.

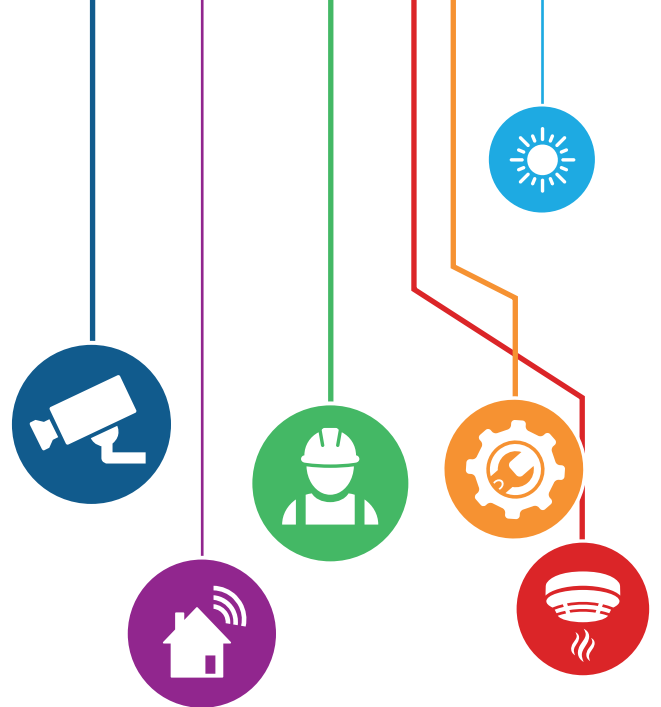
General Manager, Suez Canal Marine & Petroleum Services



VISITOR BREAKDOWN



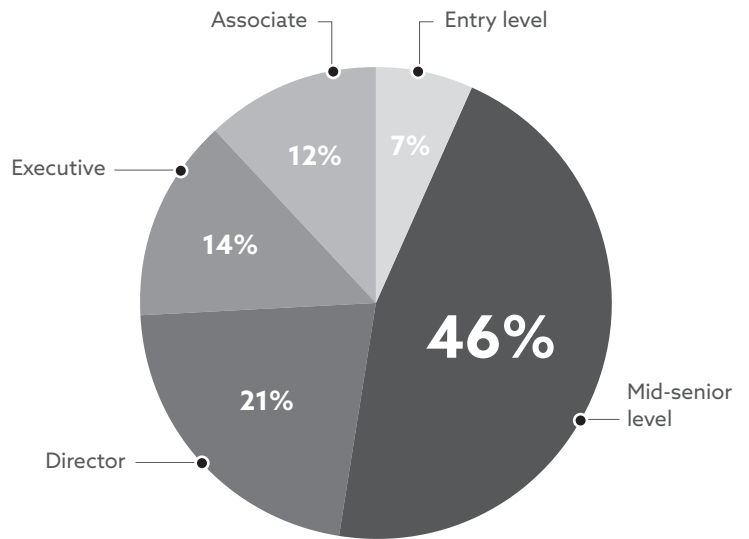
115
COUNTRIES REPRESENTED.
37% OF VISITORS FROM OUTSIDE THE UK



SENIORITY



64%
BRAND NEW VISITORS*

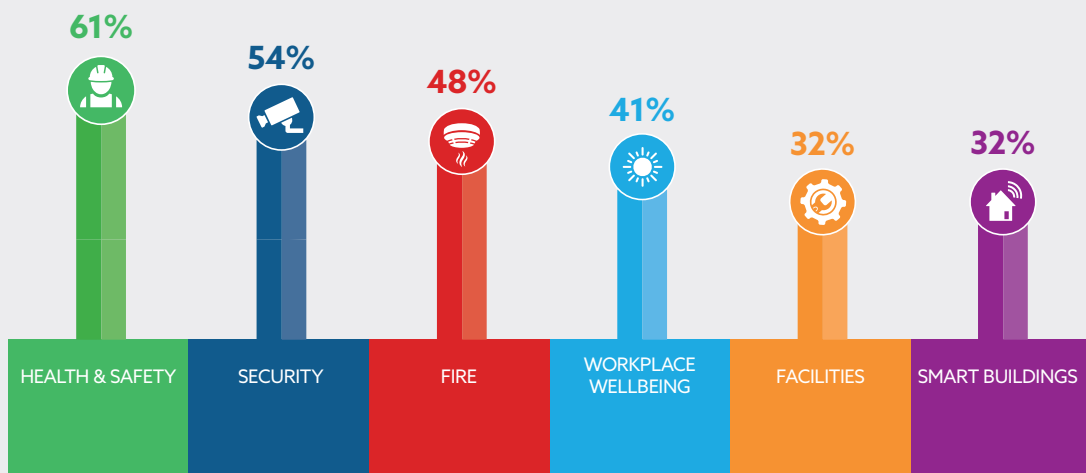


34%
DETERMINED BUYERS**

*% of registered visitors that haven't attended an in-person event in last 3 years

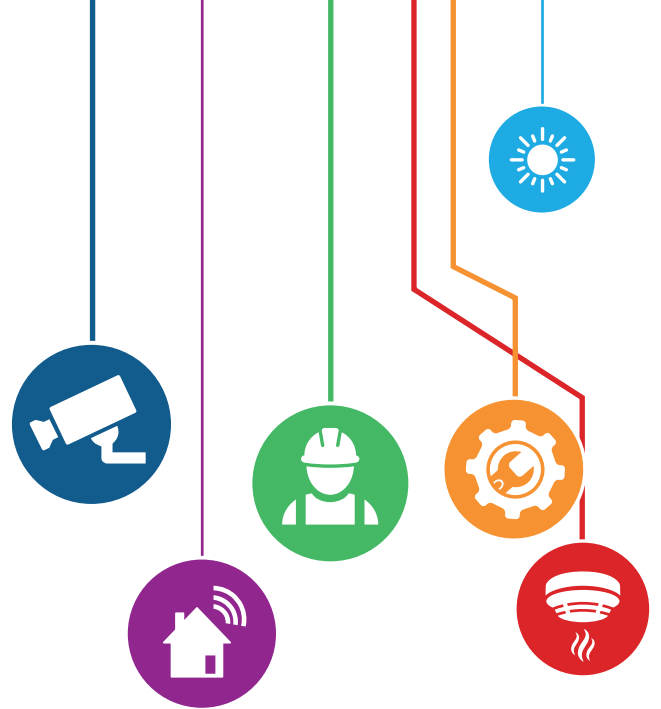
** Registered visitors that said they're responsible for buying decisions and are looking to procure a product or service within the next 6 months

AREAS OF RESPONSIBILITY



MARKETING CAMPAIGN

Figures stated below are combined totals for all 6 co-located brands.



SOCIAL MEDIA ACTIVITY (LAST 3 MONTHS)



12,136
FOLLOWERS



414
POSTS



2,615
POST REACTIONS



67,946
FOLLOWERS



1,206
POSTS



1,070
MENTIONS



17,003
FOLLOWERS



542
POSTS



31,629
POST REACH/UNIQUE VISITORS

WEB TRAFFIC (LAST 3 MONTHS)



PAGE VIEWS
163,543

↑
135%



VISITS
105,707

↑
152%



UNIQUE VISITS
79,574

↑
141%



NEW VISITORS
85%