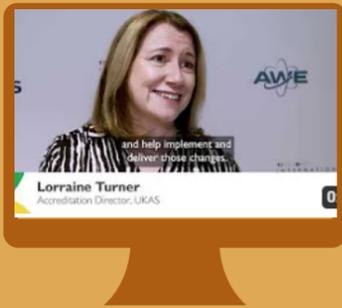


# Marketing Impact Report

## \* Attendance



**78%**  
In-person - 250

**Total  
319**

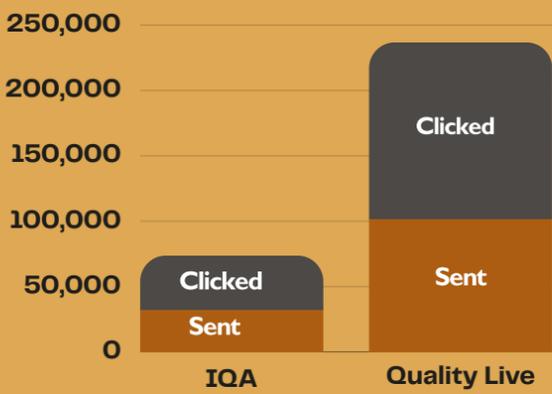
**22%**  
Online - 69

## \* YouTube

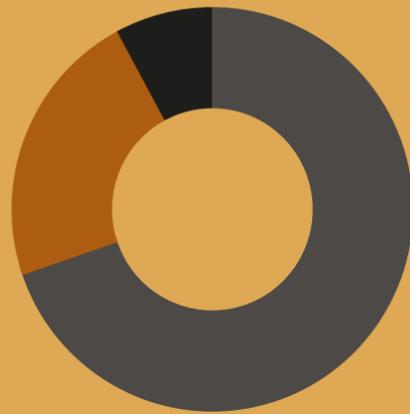
**1,135 views**



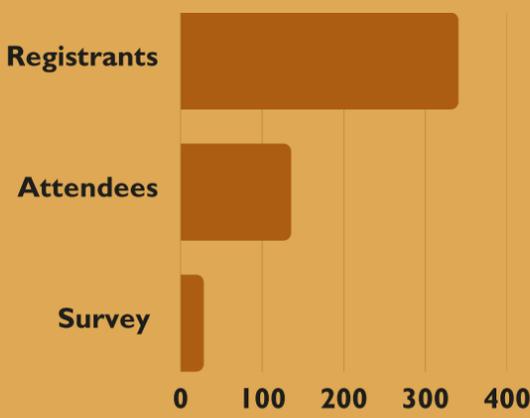
## \* Email signatures



## \* Emails



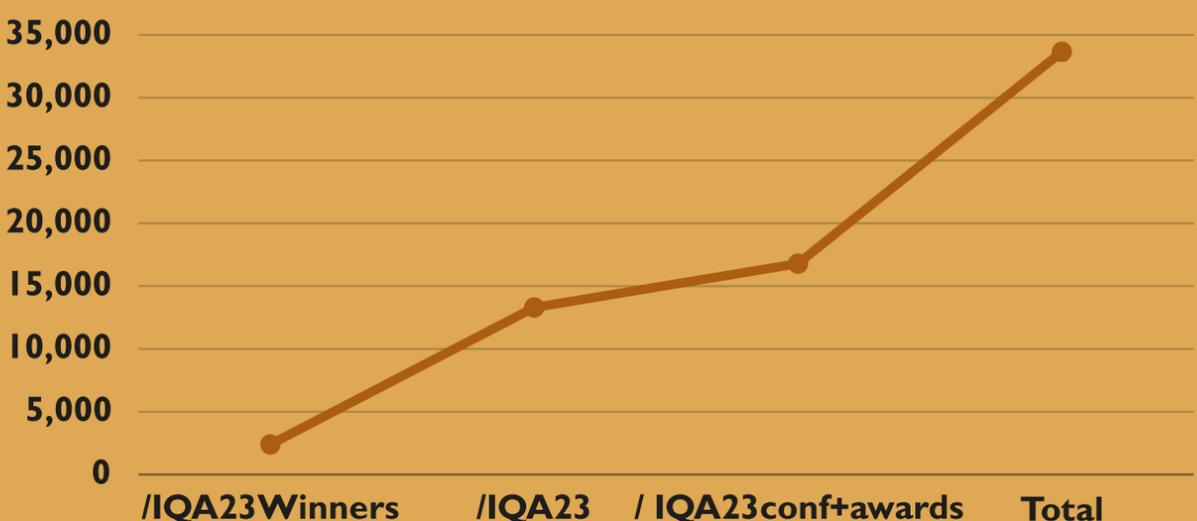
## \* Webinar engagement



Emails sent for Quality Live and IQA from launch to post event

	Delivered	879,483
	Opens	282,463
	Clicks	99,353

## \* Quality.org web pages



# Event Impact Report



## \* Attendance



**Sold out!**



In-person - **250** attendees from **18 countries**

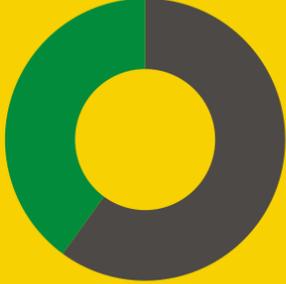
Attendees from **24 countries** in-person and online

## \* Rating



**96%** of attendees rated Quality Live four stars or higher (out of 5)

## \* Awards



**40%** of the IQA finalists were from outside the UK

## \* CPD



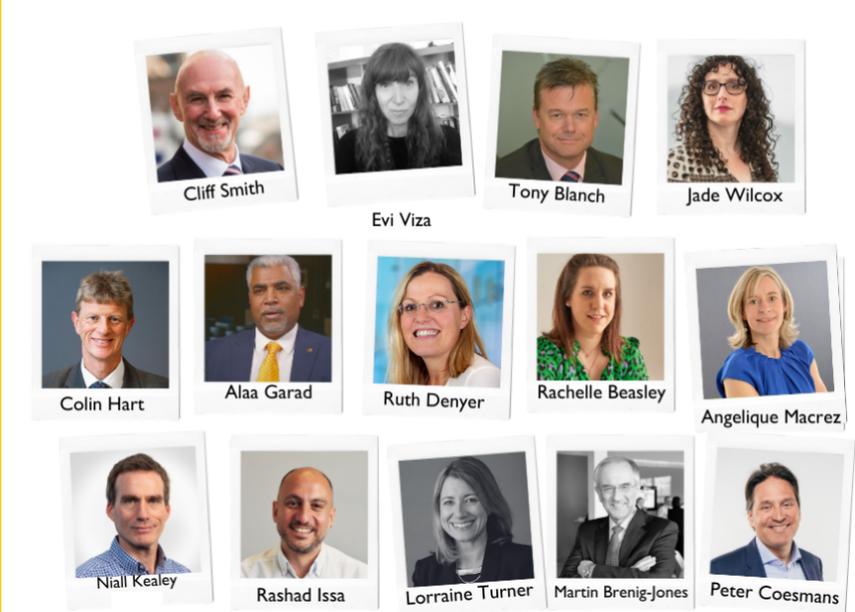
We delivered **8 hours** of continual professional development

## \* Feedback

**Speakers**

- topics
- professionals
- excellent
- variety
- relevant
- great
- content
- topics
- people
- networking

## \* Speakers



We enjoyed **29 expert speakers** leading the plenary and workshop sessions and from **19 sectors**