Marketing Impact Report

**Attendance**
- 78% in-person - 250
- Total 319
- 22% online - 69

**YouTube**
- 1,135 views

**Email signatures**
- IQA: 250,000
- Quality Live: 50,000
- Clicked: 250,000
- Sent: 50,000

**Emails**
- Emails sent for Quality Live and IQA from launch to post event
  - Delivered: 879,483
  - Opens: 282,463
  - Clicks: 99,353

**Webinar engagement**
- Registrants: 0
- Attendees: 100
- Survey: 200
- 300
- 400

**Quality.org web pages**
- IQA23Winners
- IQA23
- IQA23conf+awards
- Total

#CQIQualityAwards
#CQIQualityLive

2023
Event Impact Report

**Attendance**

- 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)

**CPD**

We delivered 8 hours of continual professional development

**Awards**

40% of the IQA finalists were from outside the UK

**Feedback**

- We enjoyed 29 expert speakers leading the plenary and workshop sessions and from 19 sectors
- Speakers: topics, professionals, excellent variety, relevant, great, topics, people, networking

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#CQIQualityAwards