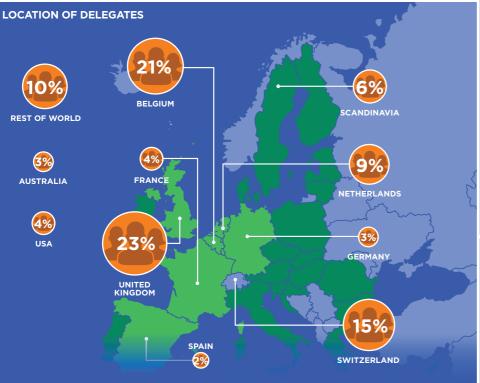


MARKETING/ COMMUNICATIONS LEADERSHIP **MEMBERSHIP** IT/TECHNOLOGY

10% **REST OF WORLD** 





**AREAS OF RESPONSIBILITY** CONFERENCES/ EVENTS **69%** 66% 61% 38% 29% EDUCATION/ PROFESIONAL DEVELOPMENT 22% **OPERATIONS** 20% COMMUNITY MANAGEMENT 14% 12% FINANCE HUMAN RESOURCES 12% SALES/BUSINESS DEVELOPMENT 11% CUSTOMER 10% COMMERCIAL 8%

















**MENTIONS** 

**SOCIAL MEDIA** 



**IMPRESSIONS** 

**36.9**K



**EVENT PROGRAMME** 



**SPEAKERS** 



TALKS



**BRIEFINGS** 







**CONTACT EXCHANGES** 















mobile app



**MOBILE APP** 





**KEYNOTES** 



**WORKSHOPS** 



**CRASH** 

**COURSES** 















**Nominations** 

**Categories** 



**SOCIAL** 



**Hours Received** 



**Shortlisted** 

Highly Commended





**VENUE, CITY AND SERVICES FEEDBACK** *Voted good or very good* 



EXHIBITION & CONGRESS CENTRE 96%





Delegates strongly agreed or agreed

11 Winners

**NET PROMOTER SCORE** 





**GOTHENBURG** 

87%





94% The congress was a good investment of time and money



86% Went away with ideas and content to improve their organisation

85%

**KAJSKJUL 8** CONGRESS DINNER 92%



86%





Developed existing relationships that will be of value

www.associationsworldcongress.com

SVENSKA MÄSSAN





**ORGANISER**