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Introduction

- The inaugural Tech Swindon summit ran from the 2nd to the 6th of November 2020 with an online schedule of 32 events.
- The event was based on partnership work and would have been impossible without our network of stakeholders and sponsors:



Sessions and Content

- Sessions were based across 4 key themes: Innovation, Tech, Talent, Business Resilience
- Content provided by local, UK and international businesses and organisations



Data

Attendance



- 1,387 Event sign ups
- 818 Event attendees
- 527 FB Video views (to date)
- 7,068 summit website visitors

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Tech Swindon Summit on Facebook



808,232 Impressions



23,330 URL clicks



Tech Swindon Summit on LinkedIn



36,517 Impressions



288 Click links



308 Reactions



375 Followers



Tech Swindon Summit on Twitter



45,100 Impressions



44 New follows
417 Followers



417 Engagements



55 URL clicks

Key Learnings

- The appetite is there and even in this complex environment market demand exists.
- A themed and curated schedule works well vs non-curated utilised in other areas.
- All online platforms have their pros and cons – have to pick and choose dependent on the session and the content.
- You can't escape the tech fails!
- Runway is critical for marketing - overall event and contributors.
- Don't have an event on a sunny Weds lunchtime the day before a national lockdown.
- Content providers and speakers were amazing – relevant, patient, kind and all happy to participate next year.
- Blended format preferable for 2021 – mixture of physical and virtual preferable.



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