

Post-show report



ITEC

14-16 May 2019


Stockholmsmässan, Sweden



Event attendance

ITEC 2019 attracted a diverse audience of more than 2,000 attendees from 45 countries, further supplemented by more than 1,000 additional visitors from co-located events.

Metric	2019	Vs. 2018
Unique ITEC attendees	2,097	+10%
Visiting VIPs/delegations	128	+11.3%
Military/VIP audience proportion	22.3%	+2.2%
Crossover attendees from UDT	531	N/A
Crossover attendees from EWE	486	N/A




21%

Increase in military attendance vs. 2018



732

Visitors and exhibitors from the host nation



84%

Of attendees plan to return to ITEC next year in London



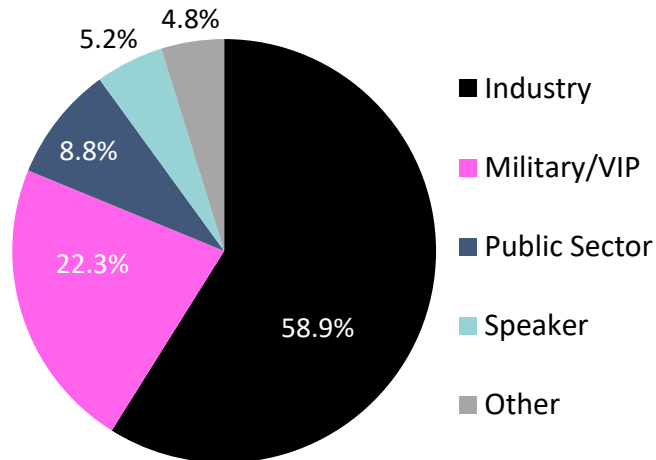
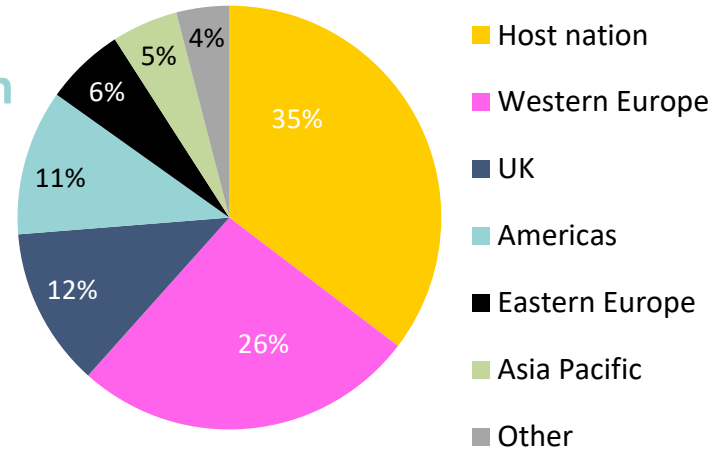
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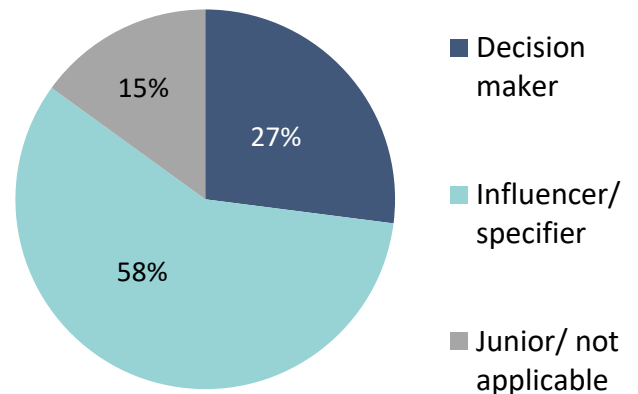


Audience profiles

Regional breakdown



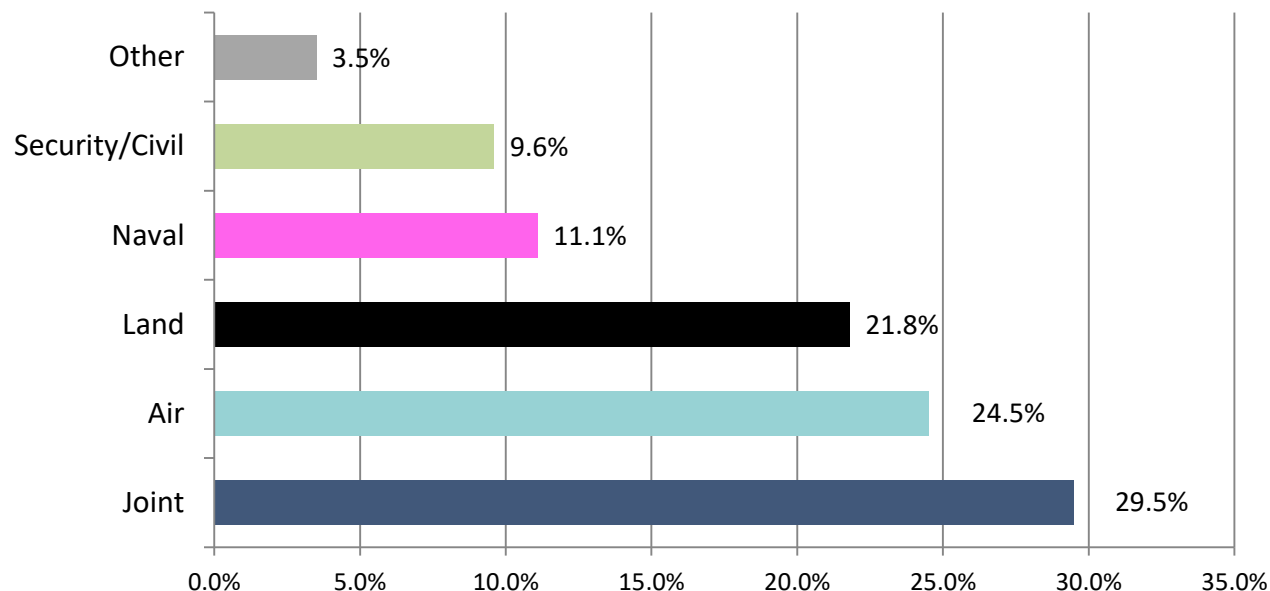
Demographic/sector



Purchasing responsibility

Audience profiles

Primary sector focus





Survey results

The satisfaction survey was completed by 321 participants, canvassing the opinion of exhibitors and visitors. The response rate more than doubled compared to 2018, providing a wealth of feedback for us to learn from moving forwards.

Metric	2019	vs. 2018
Exhibitor satisfaction (/5)	3.73	+23.1%
Visitor satisfaction (/5)	3.84	+4.9%
Importance of event (/5)	3.73	+6.4%
Likelihood of return (/5)	3.40	+0.6%
Predicted ROI (/5)	2.94	+7.3%
Exhibitors spoken to	8.12	-31.4%



74%

Year-on-year rise in
survey response rate



45

Unique nations
represented



9
in ten

Agree ITEC is Europe's leading
military training & simulation event



Survey headlines

- 91% of participants were satisfied with their experience at ITEC 2019, with 22% “very satisfied”
- More than 85% of attendees have indicated they are considering returning to the event next year
- 9 out of 10 visitors agree ITEC is Europe’s leading training, education and simulation event for the military and civil protection communities
- 61% of attendees took part in the DisTec showfloor experience
- Areas of improvement in 2020 will include a simpler registration process, revised catering format, greater industry engagement, new disruptive technology solutions and more readily-available conference materials



More than 93% of participants say attending ITEC is as an "important" or "very important" annual activity for their business.



Testimonials

Exhibitors

- “I would like to thank you for the opportunity to be present at such an important event for the military simulation community. From the first contact, to the information passed by email, the way we were received and everything we experienced was incredible. Congratulations on the event and I hope to be present again next year.”
- “A perfect opportunity to establish contacts and monitor the trends and development of the M&S community!”
- “ITEC is Europe's most important event in Modelling & Simulation-based Training and Education for Military, Civilian Defence and Societal Security. It raises awareness, conveys knowledge and promotes networking among professionals.”
- “Excellent, professional, on the point. The place to be in terms of training and simulation.”

Visitors

- “A really interesting selection of conference speakers this year. It was great to see so many leading academic researchers presenting their findings.”
- “Being my first ITEC I was very impressed with the companies and USN partners I met and interacted with.”
- “It was my first time attending the ITEC, I was very happy with the organisation of the event. The conversations and the meetings, also the networking event, were very valuable and I am definitely looking forward to attending ITEC again in the future.”



Speakers

More than 100 speakers from a variety of military, academia, public sector and industry domains contributed to ITEC 2019. Speakers included:

Major General Karl Engelbrekston

Chief of Army
Swedish Army

Dan Eliasson

Director General
Swedish Civil Contingencies Agency (MSB)

Frank Di Giovanni

Deputy Director Expeditionary Warfare Division
United States Navy

Hans Lindgren

Head of Business Development – Training and Simulation, Saab

Dr Raed Arafat

Secretary of State, Head of the Dept for Emergency Situations – Ministry of Internal Affairs, Romania

Brigadier General Michael Sloane

Program Executive Officer PEO STRI
US Army

Dr Elaine Raybourn (Committee Chair)

Principal Member of the Technical Staff
Sandia National Laboratories

Lucy Mason

Head of the Defence and Security Accelerator (DASA)
UK Ministry of Defence

Lt Col Wolfhard Schmidt

Branch Head Training Development
Join Forces Training Centre (JFTC) – Germany

Lt Col Stefan Ungerth

Head of Swedish Air Force Combat Simulation Centre
FOI

Captain Anders Jakobsson

Responsible for VBS-based StrisimPC System
Swedish Army Ground Combat School

Lt Col Carl-Fredrik Kleman

Head of Swedish Armed Forces Joint Training Centre
Swedish Armed Forces HQ

Photo gallery

