

# Cereals LIVE 2020

VIRTUAL EVENT

## Post Show Statistics



### Stats

19,564 Attendees



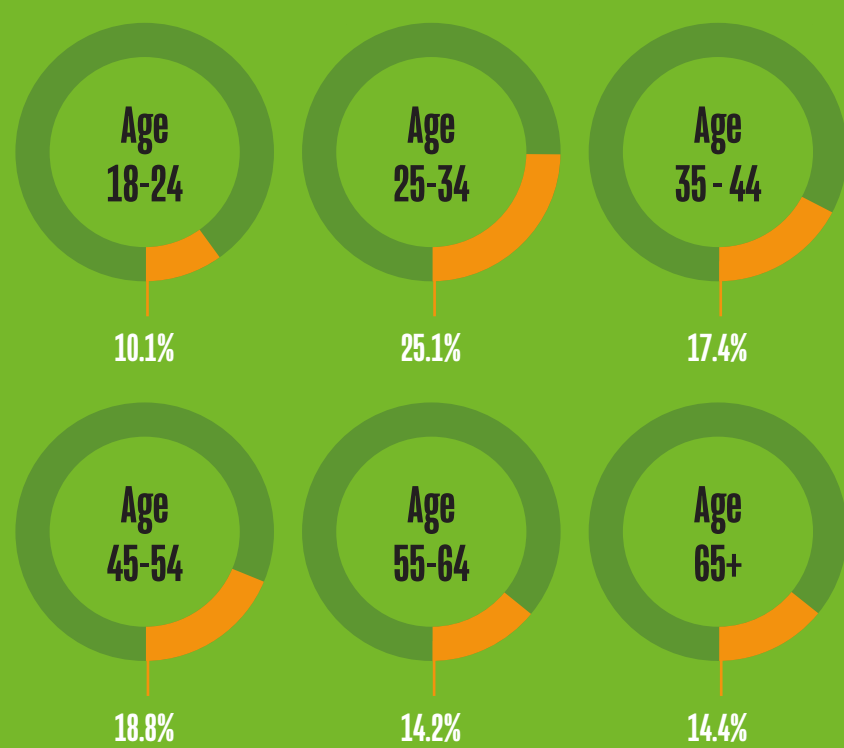
105,406 Page Views

### Demographics

67.2% Male



32.8% Female



### Geography

114 Countries



#### Top 10 Countries

1. UK
2. IRELAND
3. US
4. FRANCE
5. NETHERLANDS
6. GERMANY
7. FINLAND
8. NEW ZEALAND
9. ESTONIA
10. CANADA

### Webinar Stats

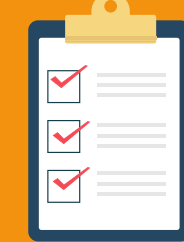
9,465 Webinar Viewers



18 Live Webinars



813 Top Webinar Attendance



90+ Expert Speakers



568 Questions Asked



2481 Live chats with exhibitors



114,100 Twitter impressions over two days. @CerealsEvent

### Devices

62.3%



Desktop

7.2%



Tablet

30.5%



Mobile

### Pre Event Campaign April - June 2020

33 Show Partners

17 Pre Show Emails Sent

33,711 Email Addresses

256 Social Media Posts

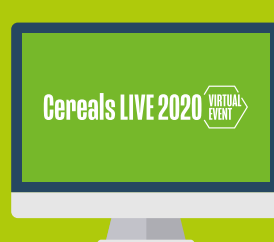
344,500 Twitter Impressions

### Top 3 Webinars

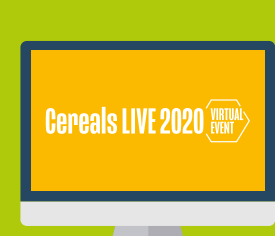
Topic	Live Attendance
<b>Day 1</b> 1 New Era, New Challenges, New Opportunities	813
2 Non-Chemical Solutions	772
3 Soils: The Heart Of A Sustainable System	707
<b>Day 2</b> 1 Precision Farming Technologies	559
2 Climate Change	563
3 Sustainable Crop Nutrition	486

### The Farming Forum

32,654 Unique Visitors to Cereals Section & Webinars



309,472 Total Cereals Page Views on TFF



1,087,524 Total Views of Cereals Logo

