

# Cereals LIVE 2020

VIRTUAL EVENT

## Post Show Statistics



### Stats

**10,812** Attendees



### Demographics

### Geography

67.2% Male



32.8% Female



**78** 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

Age 18-24

10.1%

Age 25-34

25.1%

Age 35-44

17.4%

Age 45-54

18.8%

Age 55-64

14.2%

Age 65+

14.4%

### Webinar Stats

### Devices

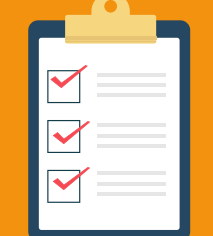
**9,260** Webinar Viewers



**18** Live Webinars



**813** Top Webinar Attendance



**90+** Expert Speakers



**568** Questions Asked



**2481** Live chats with exhibitors



**62.3%**



Desktop

**7.2%**



Tablet

**30.5%**



Mobile

**114,100** Twitter impressions over two days. @CerealsEvent

### 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

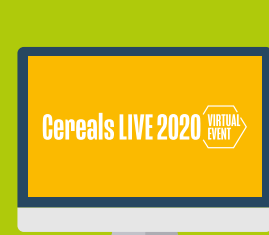
Topic	Live Attendance
<b>Day 1</b> 1 New Era, New Challenges, New Opportunities	813
2 Non-Chemical Solutions	772
3 Soils: The Heart Of A Sustainable System	707
<b>Day 2</b> 1 Precision Farming Technologies	559
2 Climate Change	563
3 Sustainable Crop Nutrition	486

### 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

