



Leveraging Digital Event Data to Drive Attendee Acquisition

James A. Parker, CEO
Digitell, Inc.

40 Years Experience Creating Educational “Revenue Generating” Products from Conferences and Seminars

Presented – August 5 Digital Summit

What is Digital Event Data?

Digital Event Data is all of the information collected through the execution of Virtual and Hybrid Events!

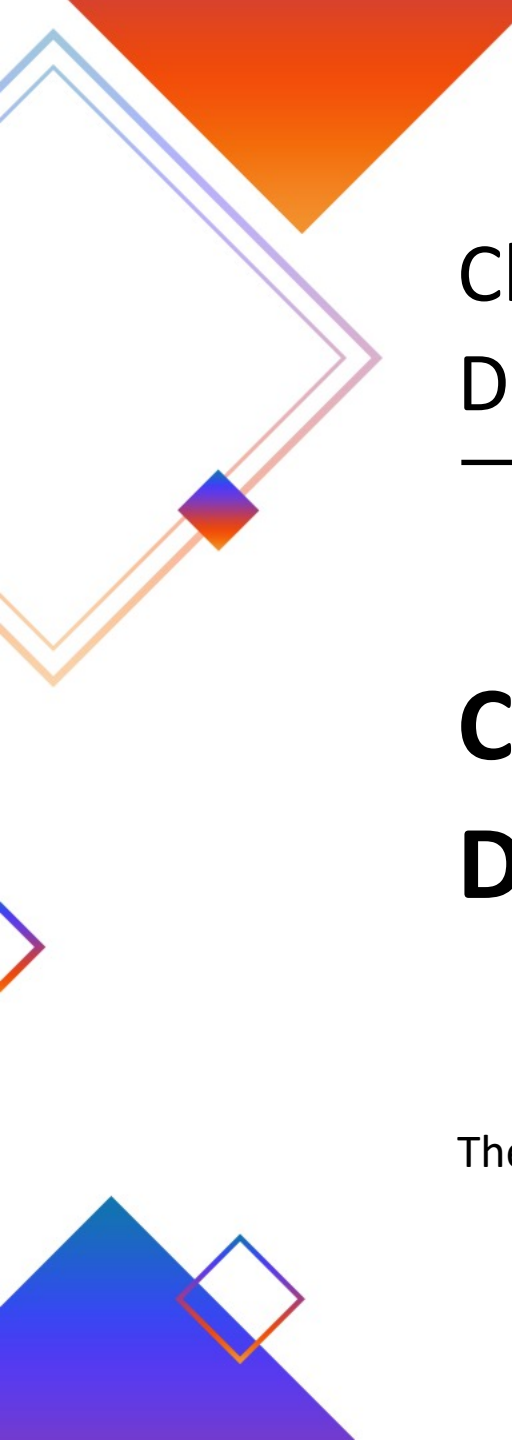
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Data Collecting Tools

- Registration Data & Questions
- Surveys/Evaluations
- Polling Questions
- Conversations from Chat & Forums
- Gamification

Information To Collect

- Registration Data & User Activities
- Users Opinions (Polling Questions)
- Real Time User Answered Case Studies
- Exhibitor Traffic
- Content Access Usage (Most/Least Popular)
- Download and Click Through Rates



Clinical Care Options (CCO) Generates Significant Data During Online Webcasting

CCO Executes over 25 Polling Questions During Every Hour of Delivered Content

The data they capture goes directly to their new product development team.

Digital Learning Centers Drive Year-round Data

Case Study - American Nephrology Nurses Association (ANNA)

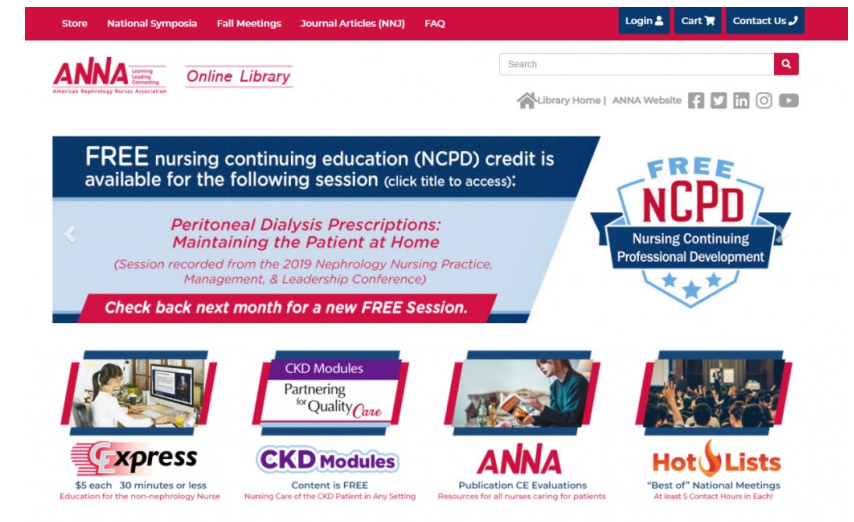
- Meets Organization's Mission Statement
- Member Benefit
- Drives Lifelong Learning

Mutual Win-Win

Provides ANNA with the data needed to better understand Member needs and what they value



Celess Tyrell
Director of Learning & Innovation
American Nephrology Nurses Association (ANNA)



The screenshot shows the ANNA Online Library website. The header includes navigation links for Store, National Symposia, Fall Meetings, Journal Articles (NNJ), and FAQ, along with user options for Login, Cart, and Contact Us. A search bar is present. The main content area features a prominent banner for a free nursing continuing education (NCPD) credit session titled "Peritoneal Dialysis Prescriptions: Maintaining the Patient at Home". Below this, there are four featured resource cards: "Express" (Education for the non-nephrology Nurse, \$5 each, 30 minutes or less), "CKD Modules" (Partnering for Quality Care, Content is FREE, Nursing Care of the CKD Patient in Any Setting), "ANNA" (Publication CE Evaluations, Resources for all nurses caring for patients), and "Hot Lists" ("Best of" National Meetings, At least 5 Contact Hours in Each).

[Click for case study](#)

Year-round engagement with members gives Celess Tyrell plenty of data to drive future decisions

Questions?

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