



## 2020 Virtual Spring Conference Evaluation Statistics and Quotes

96% said they were likely or extremely likely to recommend the virtual conference to a colleague (61% responded they were extremely likely to recommend the virtual conference).

93% of 2020 Virtual Spring Conference attendees who responded to the conference evaluation survey were satisfied or extremely satisfied with their overall conference experience.

### Open-ended quotes:

“This was my first ABPM conference as a new member. Although it was virtual, there were opportunities to interact with other members during the breakout sessions. I got away with key learnings, interactions and even a better understanding of the briefing center industry. I look forward to our next conference!”

– *Carolina Betancourt, Henkel Corporation*

“The conference's virtual format exceeded my expectations in every way!”

– *David Rogers, Microsoft*

“I have attended a lot of virtual events during this pandemic, and this one was by far the best experience possible!”

– *Alissa Turner, Verisk*

“The conference was brilliant! The session topics relevant, there was a lot of great content, the speakers were engaging, and the overall agenda was well thought out!”

– *Jo Foster, ServiceNow*

“All ABPM conferences are extremely valuable, the fear this year was that being virtual would not have had the same impact. So wrong!! It really showed how engaging a virtual meeting can be. As usual ABPM is leading the way!”

– *Paola Grasso, Tetra Pak Italy*

“I was not sure what to expect for the new Virtual Experience. However, I was extremely impressed with the platform you used and the execution. Although I missed the human interaction that can also sometimes be a little distracting. It was good to focus purely on the topics discussed. It was a great event, and you should be very proud.”

– *Debbie Kane, Verizon UK*

“Loved the virtual venue, thank you for all the planning, thoughtful & deliberate queue's which ensured ABPM members had a state-of-the-art digital experience.”

– *Gurpreet Khela, Autodesk*

“I was so impressed with the design, infrastructure, and flow of the conference. The workshops were fantastic! The executive panel was outstanding and very insightful. ABPM did not disappoint!!! You provided an engaging and professional experience.”

– *Bonnie Bryce, Dell Technologies*

“I wasn't sure what to expect and was hoping it would keep my attention since it was going to be virtual and I have to say I was pleasantly surprised. I loved the sessions, very engaging and the time flew by. It was my first and only virtual conference, but I was very impressed and appreciated all the effort that went into making it happen - thanks to all!

– *Susie Giacomelli, Palo Alto Networks*

“Hats off to the organizers. I applaud your ability to be flexible in the time of COVID and that you managed to pull off a really great virtual conference. Nothing beats meeting in person, but you were successful in creating a real time a sense of community, one that provided rich content and discussion as well as and spaces for networking and getting to know the other members. Thank you for providing an enriching and energizing week.”

- *Brian O'Neill, W. L. Gore & Associates, Inc.*

“The virtual lobby was very impressive especially the suppliers and the innovation tour rooms. The interactive feel of the site and the ability to make connections as needed were great opportunities. I also loved the flexibility to attend different sessions.

– *Jheroma Simon, UHG*