COLUMBUS 2018

SAVE
OUR CITIES

POWERING THE DIGITAL REVOLUTION

NATIONAL URBAN LEAGUE
CONFERENCE

2018 MARKETING ANALYTICS REPORT

OVERVIEW & ATTENDANCE

We learned. We laughed. We connected.

The 2018 Annual Conference was an exciting exploration of tech and its intersection within the Black community. Thousands visited from across the country to experience engaging panels, dynamic speakers and soul-shaking entertainment. An unforgettable time was had by all.

2018 REGISTRANT DATA

5,908 Registered Attendees

14,032 NUL Experience Expo & Community Day

Total Conference Attendance

19,940

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DEMOGRAPHICS

While the conference represented America in all its diversity, **registered attendees are primarily a powerful and influential African American demographic.**

RACE	**88% of Conference attendees are African American**
GENDER	**64% of Conference attendees are women** 36 % of Conference attendees are men
AGE	**48% of the attendees were between the ages of 21-40** **51% of the attendees were between the ages of 41-65**
EDUCATION	**38% of the attendees have a master's degree** 35% of the attendees have a bachelor's degree
INCOME	**Median HHI: $100,000+**

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EXPO & SUMMITS

Career & Networking Fair
2500+ registered attendees
1000+ virtual attendees

TechConnect
730+ registered attendees

Small Business Matters Entrepreneurship Summit
340+ registered attendees

Back To School Community & Family Day
11,000+ attendees
5,750 backpacks distributed

Volunteer Zone
590+ volunteers participated over 4 days

2018 Youth Leadership Summit
323 attendees
28 Urban League Affiliate

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MEDIA IMPRESSIONS

- **560+ media outlets**
- More than **2.14 Billion Impressions** including circulations, viewers, readers and unique online page views
- Ad value was **$2.9+ million**

AP CNN CBS NBC NEWS MSNBC npr

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CONFERENCE WEBSITE

Conference attendees accessed updated event information through the Conference website

ALL USERS

Total views **112,369**

Unique views **88,001**

Duration **2.09**

CONFERENCE

Total views **35,121**

Unique views **27,958**

Duration **2:06**

*platform traffic from
July 23, 2018 –August 10, 2018

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SOCIAL MEDIA

Social media offered an exciting and in-depth look at all Conference activities.

@NatUrbanLeague
Twitter

30.8 Million Reach

3,000 Likes

1,500 Retweets

@NatUrbanLeague
Facebook

100,000 Reach

22,000 Video Views

6,500 Clicks

@NatUrbanLeague
Instagram

55,000 Reach

3,500 Likes

200 Saves +Comments

Official Hashtag: #SaveOurCities

38 Million Reach

Twitter, FB, Instagram
(via Hashtracker)

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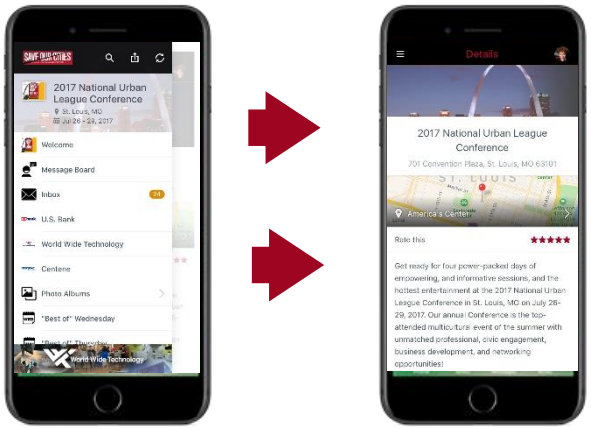
MOBILE APP

Conference attendees used the mobile app for real-time updates and information.



TOP VIEWED

EVENTS

UL Address **739 Views**
SOBA Plenary **650 Views**
Welcome **617 Views**
UL Live **601 Views**

MENU LAUNCHES

Welcome **7,072**
My Schedule **3,445**
Full Schedule **3,169**
Events **2,226**

DOWNLOADS

New App Downloads **1,160**
Guide Sessions (total # of times launched/used) **41,418**
Total Views **18,830**
Participants that created logins and profiles **314**

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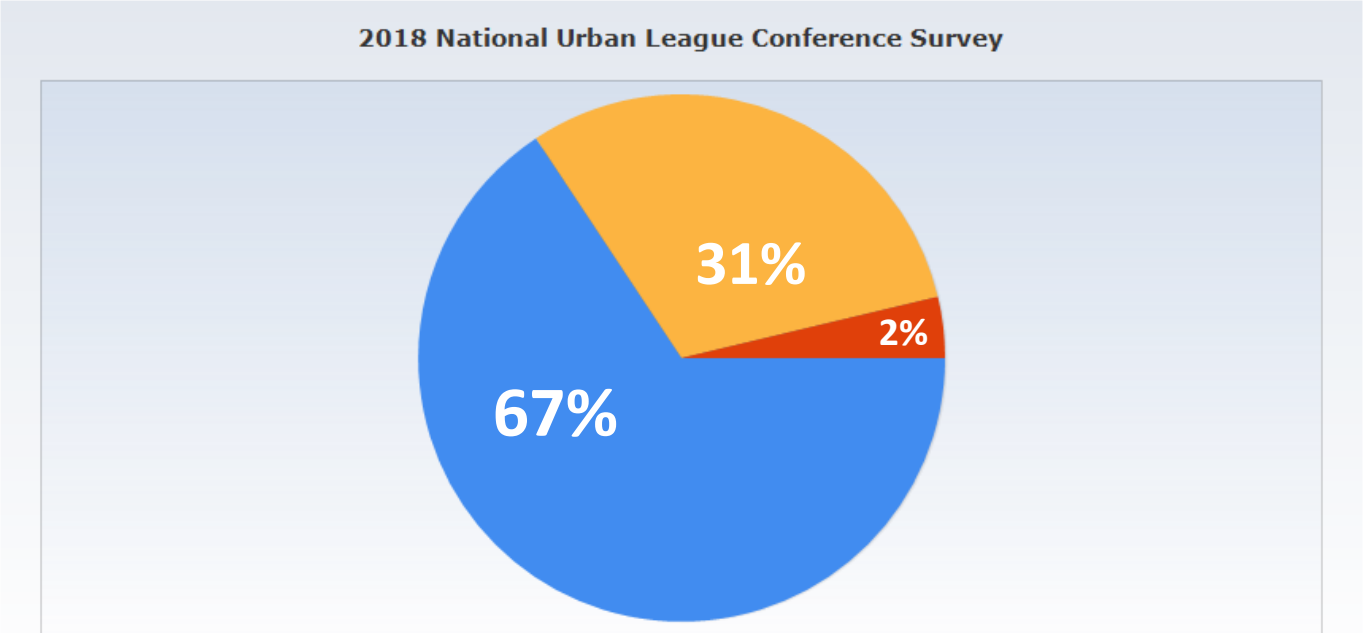
SURVEY RESULTS

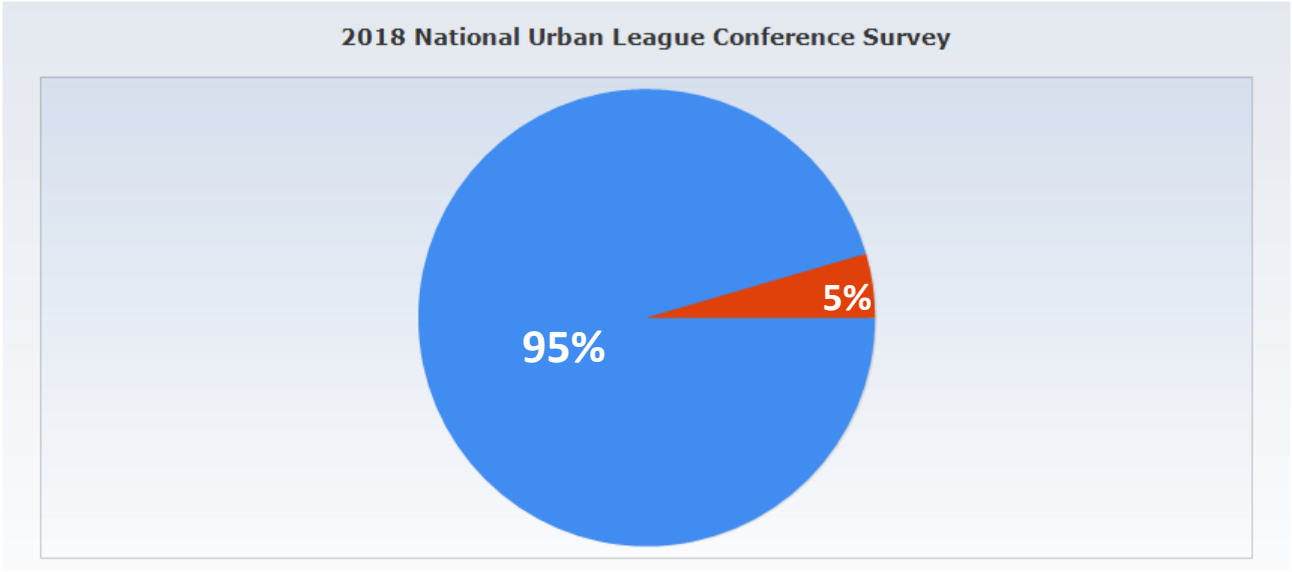
OVERALL SATISFACTION



Overall, how satisfied were you with this year's conference?

67% Very Satisfied
31% Somewhat Satisfied
2% Somewhat Dissatisfied
0% Very Dissatisfied

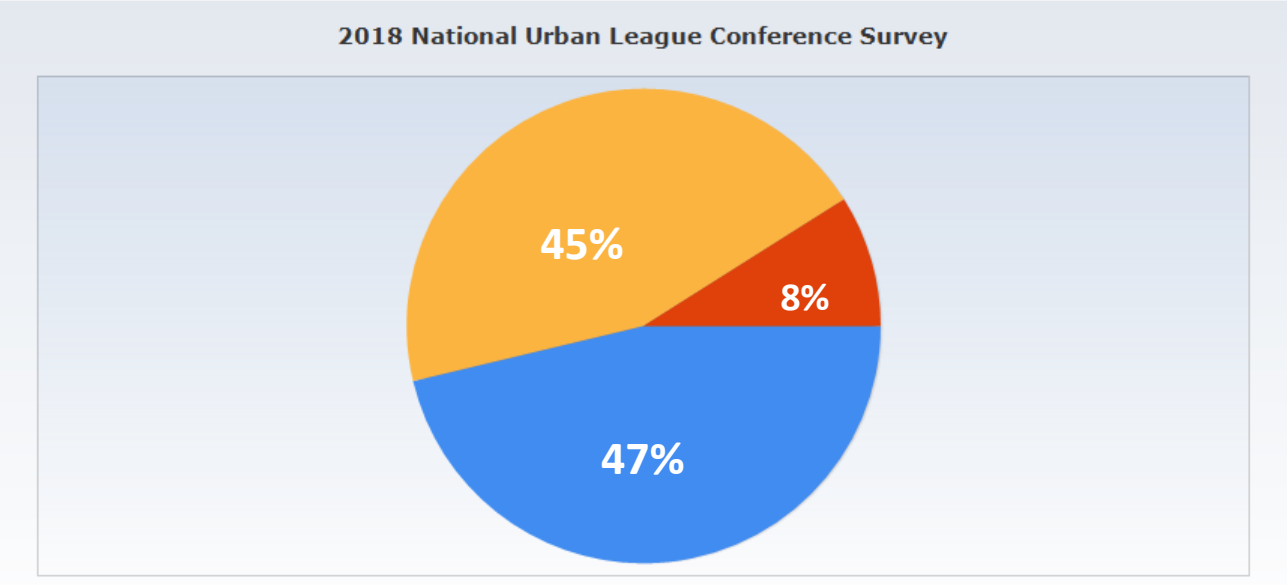
EXPO HALL ATTENDANCE



Did you attend the Expo Hall?

95% Yes
5% No

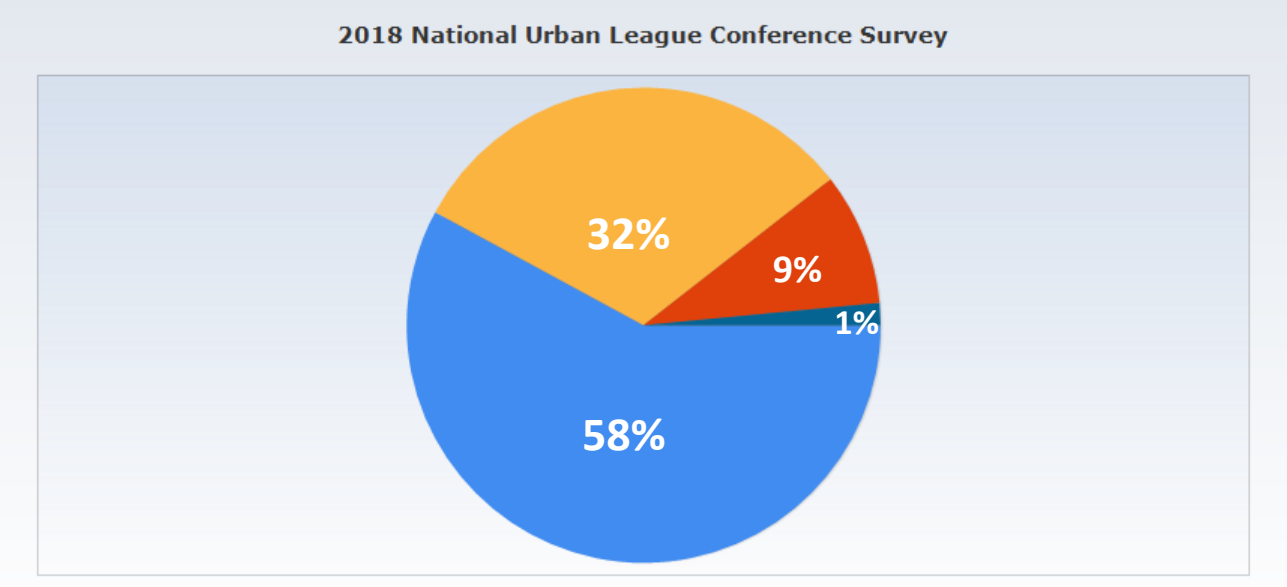
PLENARIES AND FORUMS TOPICS



Rate Plenaries and Forums Topics

47% Excellent
45% Good
8% Fair
0% Poor

COLUMBUS AS THE CONFERENCE HOST CITY



Rate Columbus as the Conference Host City

58% Excellent
32% Good
9% Fair
1% Poor

THANK YOU FOR YOUR PARTNERSHIP

SEE YOU IN INDIANAPOLIS!