



Event Summary

Registrations

Registrations continued to increase in the days leading up to the beginning of the event. When the Attendee Hub opened on June 21, 2021 at 9:00 AM there were a total of 1,045 persons registered for the event. This number includes the additional persons who were included in the Household of Two or Watch Party registrations. The total number without staff registrations included was 900 persons; 756 paying registrations. By the start of the official sessions on June 24 at 4:00 PM, the total number of persons registered was 1,181; 1,025 without staff registrations included; 898 paying registrations. To date, we have had 12 Post-Event registrations.

Delegate Registrations

On June 15 there were 204 different Cooperating Churches represented by the Church Delegate, BGM Delegate, and OTABL Delegate registrations in 31 different regions. As reported during the official opening of the 2021 Biennial Mission Summit, "...as of 5:00 p.m. today we have 463 participants and 445 delegates registered. Our quorum, therefore, will consist of (1/3 of total) or 148 delegates for purposes of conducting business during this Biennial Meeting."

Income from Registrations

*Registration income processed through Cvent totaled \$100,284.

Additional income from BGM Delegate and OTABL Registrations totaled \$7,600.

*Income processed includes Attendee Experience Box fees and Scholarship Donations.

Income from Partners, Sponsors, and Exhibitors

\$63,120 – paid offline, not included in Cvent report

Support from Boosters

\$5,250 – paid offline, does not include Scholarship donations

Attendee Experience Boxes

520 Attendee Experience Boxes were shipped.

296 Experience Boxes were ordered by Participants - \$2,960 collected

Billing needs to occur for MMBB and OGS boxes.

Speakers, Workshop leaders, NEC members, and ABEC staff were gifted boxes.

The total cost for kitting and shipment was \$10,651.08

The American Baptist Extension Corporation was the Experience Box Sponsor with a \$6,000 contribution.

Financials as of June 30, 2021

As of June 30, 2021 the bottom line shows a deficit of \$67,046.39. I expect this deficit to increase as additional expenses will be posted through July.

The expenses include fees related to 2023 event in Puerto Rico. This amount of approximately \$20,000 is included in the 2021 Biennial Mission Summit financials.

Virtual Attendee Hub

86.6% of all registered persons logged in to the event.

As of July 22, 2021, the total number of logins to the Attendee Hub are 2,907. This number reflects the different logins made using the unique Verification Code. Persons could have connected many times during a 24 hour period without having to receive a unique Verification Code. 219 of these logins occurred after the live event ended.

Attendee Hub Usage

Sponsor pages were viewed 1,272 times; with 354 Unique views

There were 35 Exhibitor pages available. The number of planned activities held within the exhibit booths during the week totaled 139. In total, there were 20,000 engagements with exhibitors/exhibit content.

Sessions (all sessions included to date) were viewed a total of 11,579 times; with 815 Unique views.

694 Sessions Recordings have been viewed On-Demand since the live event ended.

The five Exhibits with the most total interactions were: On-Demand Library, ABCUSA Office of the General Secretary, American Baptist Home Mission Societies, American Baptist Historical Society, and the Prayer Room.

More Event Details

The following reports are included along with this summary:

- Registration Details
- Registration Income Summary – Processed through Cvent
- Top Viewed Sessions
- Exhibitor Engagement Details – Sorted by Interactions
- Exhibitor Engagement Details – Alphabetical list

*Data reported as of July 22, 2021.

2021 Biennial Mission Summit Registrations

Registrations

Type	20-May	8-Jun	21-Jun	24-Jun	26-Jun	8-Jul	20-Jul
Watch Party	1	6	7	9	8	8	8
Board	22	22	22	24	26	26	26
Invited Guest	8	8	13	14	15	15	15
Delegate	303	351	412	446	452	452	452
Exhibitor w	6	7	9	9	9	9	9
Exhibitor w/o	14	24	24	24	24	24	24
OTABL	42	44	41	41	41	41	41
Participant	171	232	281	349	367	367	367
Speaker	4	5	5	5	5	5	5
Staff	117	127	145	156	157	157	157
TOTAL	688	826	959	1077	1104	1104	1104
				Post Event Registration		9	11
paying registrations	538	649	756	860	886	895	897
Delegates - # Churches Represented							
	Household of Two		85	95	85		
	Watch Party attendees		41	51	41		
Total # Persons Registered			1,045	1,181	1,189		
Not including Staff				1,025	1,032		

Registration Income Summary - Processed through Cvent

	Charges	Paid	Amount Due
ABHMS Board	0	0	0
ABHMS Board/Staff - Delegate	0	0	0
ABHMS Staff	0	0	0
ABWM Board	225	225	0
ABWM Staff	0	0	0
BGM Delegate		0	0
Church Delegate - \$125	39836	39936	-100
Exhibitor	5420	5420	0
International Ministries Staff	160	160	0
MMBB Board	375	250	125
MMBB Staff	0	10	-10
OGS Staff	0	0	0
OTABL New Minister Delegate	240	190	50
OTABL New Ministers	100	0	100
OTABL Seminararians		0	0
Participant- \$125	29065	29065	0
Participant/Household of Two - \$125	13109	12984	125
Post-Event Participant - \$40	360	360	0
Regional Delegate -\$125	8820	8820	0
Tech Team	0	0	0
Watch Party, 6 or fewer persons - \$399	2574	2574	0
	\$ 100,284.00	\$ 99,994.00	\$ 290.00

Top Viewed Sessions

Session Name	Session Date/Time	# of Views (7/8)	# of Views (7/20)
Begin Your Online Experience Here	Opened June 21	1,214	1,219
Welcome Session	June 24, 2021 4:00 PM	1,193	1,199
Worship - Imagine Healing	June 25, 2021 7:00 PM	1,034	1,045
Worship - Imagine Unity	June 24, 2021 7:00 PM	811	830
Business Session	June 25, 2021 5:00 PM	797	800
Worship - Imagine Hope	June 26, 2021 7:00 PM	752	758
Worship - Imagine Unity	June 24, 2021 7:00 PM	668	682
Laugh Your Way to Grace	June 25, 2021 8:15 PM	665	666
Highlighting International Ministries	June 25, 2021 6:30 PM	633	636
MMBB Member Address	June 25, 2021 3:00 PM	580	581
Highlighting American Baptist Home Mission Societies	June 26, 2021 6:30 PM	553	554
National Black Caucus of American Baptist Churches USA session	June 24, 2021 5:00 PM	396	399
Mission Summit Conversation on Anti-Racism	June 26, 2021 5:00 PM	345	348
Radical. Redeemed. Ready: Imagining New Possibilities for Women in Ministry	June 25, 2021 4:00 PM	318	324
Business Session	June 25, 2021 5:00 PM	302	303
The Problem with Normal	June 25, 2021 4:00 PM	294	299
Living the Gospel in the United States and Puerto Rico	June 25, 2021 4:00 PM	274	274
International Ministries in Focus: the Caribbean and the Philippines	June 26, 2021 4:00 PM	248	249
Alliance of Asian American Baptist Churches Caucus session	June 24, 2021 5:00 PM	247	247
American Baptist Women's Caucus session	June 24, 2021 5:00 PM	243	246
Reset and Reimagine: Challenges, Triumphs, and New Possibilities	June 26, 2021 4:00 PM	202	204
The Foolishness of God	June 26, 2021 4:00 PM	186	187
Mission Summit Conversation on Congregational Life	June 26, 2021 5:00 PM	184	187
MMBB: Financial Wellness in the New Normal	June 25, 2021 4:00 PM	177	178
Rethinking Bi-vocational Ministry	June 26, 2021 4:00 PM	165	170
American Baptist Hispanic Caucus session	June 24, 2021 5:00 PM	110	111
Mission Summit Conversation on Unity	June 26, 2021 5:00 PM	104	106
Servicio de adoración - Imagina la unidad	June 24, 2021 7:00 PM	73	73
Servicio de adoración - Imagina sanar	June 25, 2021 7:00 PM	42	42
National American Baptist Churches Portuguese Speaking Caucus session	June 24, 2021 5:00 PM	30	30
Servicio de adoración - Imagina la esperanza	June 26, 2021 7:00 PM	28	28

Exhibitor Engagement Details (listed by total number of interactions)

Activity Type	Visited exhibitor Social media/Website	Created Inbound lead	Clicked exhibitor content - link	Clicked exhibitor content - document	Joined virtual exhibitor meeting	Clicked exhibitor content - video	Visited virtual booth	Total Interactions
* On-Demand Library *	0	8	11	425	0	1,177	725	2,346
ABCUSA Office of the General Secretary	4	14	3	126	276	682	841	1,946
American Baptist Home Mission Societies	9	5	18	137	301	135	781	1,386
American Baptist Historical Society	3	6	74	0	99	856	254	1,292
* Prayer Room *	14	25	0	0	172	489	399	1,099
ABCUSA Anti-Racism Task Force	7	10	59	35	184	355	444	1,094
International Ministries	5	8	13	58	121	373	432	1,010
Alliance of Asian American Baptist Churches	2	3	62	84	199	221	370	941
The Association of Welcoming & Affirming Baptists	7	6	0	0	87	351	257	708
American Baptist Foundation	2	4	14	187	63	163	258	691
American Baptist Women's Ministries	0	5	0	0	105	271	299	680
ABC Creation Justice Network	11	3	12	82	335	0	230	673
Ministers Council ABCUSA	2	4	14	57	165	73	302	617
* Tech Support *	3	34	3	54	36	200	285	615
National Black Caucus of the American Baptist Churches USA	0	4	19	193	97	0	212	525
MMBB Financial Services	2	9	1	41	61	98	281	493
Orientation to American Baptist Life (OTABL)	2	1	3	77	0	207	143	433
Academy of Christian Training and Service (ACTS)	5	2	7	96	36	49	126	321
Rainbow Acres	0	10	1	26	40	120	118	315
American Baptist Men USA	2	1	6	36	28	135	96	304
American Baptist Extension Corporation (ABEC)	1	4	0	40	39	57	141	282
New Baptist Covenant	1	1	6	15	52	46	161	282
Central Baptist Theological Seminary	2	3	12	25	58	28	139	267
Andover Newton Seminary and Yale Divinity School	1	3	40	0	41	44	124	253

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Berkeley School of Theology	5	3	47	0	41	0	110	206
ABCUSA National Insurance Program - Sovereign Insurance Group	0	1	8	25	26	30	108	198
Colgate Rochester Crozer Divinity School	4	2	14	0	26	58	89	193
American Baptist Women's Caucus	1	2	0	32	34	0	121	190
Palmer Theological Seminary	2	1	15	0	22	47	92	179
American Baptist Homes of the Midwest	1	2	2	5	17	63	69	159
Franklin College	1	1	27	0	34	0	83	146
Gordon-Conwell Theological Seminary	1	1	1	14	18	32	72	139
United Theological Seminary	3	1	0	9	19	30	77	139
Ottawa University	5	1	0	17	15	38	59	135
American Baptist Hispanic Caucus	0	4	0	0	28	0	84	116

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New Baptist Covenant	1	1	6	15	52	46	161	282
Orientation to American Baptist Life (OTABL)	2	1	3	77	0	207	143	433
Ottawa University	5	1	0	17	15	38	59	135
Palmer Theological Seminary	2	1	15	0	22	47	92	179
Rainbow Acres	0	10	1	26	40	120	118	315
The Association of Welcoming & Affirming Baptists	7	6	0	0	87	351	257	708
United Theological Seminary	3	1	0	9	19	30	77	139

Total number of Interactions

20,373