

QUICK FACTS ABOUT THE 2021 BIENNIAL MISSION SUMMIT – AN ONLINE EXPERIENCE

1. There were 1,115 registrations processed to date for the 2021 Biennial Mission Summit. 898 of these generated revenue. The number of persons registered for the event, including the Household of 2 and Watch Party options, totaled 1,189 (this includes 157 staff, workshop leaders, and tech support). There have been 12 Post-Event Registrations to date.
2. There were 2,275 log-ins to the 2021 Biennial Mission Summit Virtual Experience [2,060 during the live event; 215 from June 27 through July 19]. This was the first virtual Biennial ever held.
3. 86% of those registered logged in, which is “unheard of in the virtual meeting industry”
4. The sponsor pages were viewed 1,272 times.
5. There were 35 Exhibits available for attendees to visit. The planned activities within the exhibit booths during the week totaled 139. In total, there were 20,000 engagements with exhibitors/exhibit content.
6. The on-demand library has had over 2,300 interactions. The Prayer Room was visited 400 times.
7. Additional touches include:
 - a. 1,199 views of the welcome session
 - b. 1,045 watched “Imagine healing”
 - c. 830 watched “Imagine unity”
 - d. 758 watched “Imagine hope”
 - e. 636 watched the IM report
 - f. Over 640 participated in the MSC
 - g. 580 persons attended the MMBB report
 - h. 554 watched the ABHMS report
8. 95% of the comments regarding the overall Biennial and the hub experience are positive.
9. Participants especially appreciated:
 - a. Accessibility – have not attended the event in many years
 - b. Coordination and design of Worship; best services in years
 - c. Interactive booths
 - d. Diversity in worship
 - e. Beginning and ending worship on time
 - f. The online nature of the event allowed me to participate for the first time
 - g. Pre-roll segments
 - h. Ability to watch recordings of sessions missed
 - i. Participating in Sessions using Q&A and Chat features
 - j. Robust variety of ways to connect and interact

July 22, 2021

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