

a2TECH360

A week of inspiring events showcasing Ann Arbor's spirit of innovation to the world

2021 Post event recap

Thursday, January 27

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 SPARK Events

 Returning Partners

 New Partners



October 1



October 1



October 1



October 2



October 2



October 3



October 4



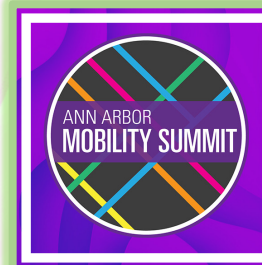
October 4



October 4-8



October 4



October 5



October 5



October 6



October 6



October 6



October 6-8



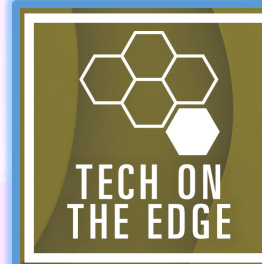
October 6



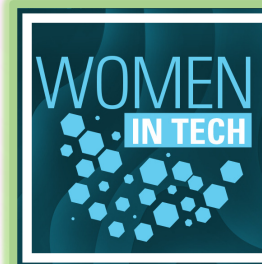
October 6



October 6



October 7



October 7



October 8



October 8



October 8

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2021 Events Recap

Learn more at a2Tech360.com

2021 Registrations



4,910 +
Total Registrations



3,034 SPARK Event Registrations



1,877 Partner Event Registrations

24
Events

50% more events than 2020



Geographic Reach

9 Countries

23 Different States

312 Unique ZIP Codes





513K

Emails Sent

+266% from 2020



119K

Website Visits

+55% from 2020



2.4M

Social Media Impressions

2021 Events Recap



207K

Video Views

+19% from 2020



24

Events

8 more than 2020



2.5M*

Google Display Ad Impressions

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Social Media

Ann Arbor SPARK August 18 · 🌐

Join us for a week of virtual and in-person experiences, conversations, and events dedicated to building a vibrant tech ecosystem.

a2TECH360
OCTOBER 1 – 8, 2021
CREATE. INNOVATE. ACCELERATE.

ANN ARBOR'S WEEK-LONG CELEBRATION OF TECH & INNOVATION.
16+ VIRTUAL AND IN-PERSON EVENTS

LEARN MORE

AZTECH360.COM
a2Tech360 Returns with 16 events, including Tech Trek
Come celebrate, explore, and discover what makes the Ann Arbor region ...

Learn More

Ann Arbor SPARK August 18 · 🌐

Ann Arbor is one of the best cities for venture-backed women founders. Join us for a candid dialog between industry leaders as they share their personal experiences navigating the tech industry.

WOMEN IN TECH

ANN ARBOR IS A TOP-RANKED CITY FOR VENTURE-BACKED WOMEN FOUNDERS. INDUSTRY LEADERS DISCUSS NAVIGATING THE MALE-DOMINATE TECH LANDSCAPE.

LEARN MORE

VIRTUAL & IN-PERSON | OCTOBER 7, 4:30 – 6:30 P.M.

a2TECH360
OCTOBER 1 – 8, 2021

Women in Tech
October 7, 2021 - 4:30 - 6:30

Learn More

94 21 Shares

Ann Arbor SPARK August 18 · 🌐

Explore Ann Arbor's groundbreaking companies and their era-defining innovations.

A² TECH TREK

MOBILITYROW

RANKED THE #3 TECH HUB IN THE U.S.
EXPLORE ANN ARBOR'S GROUNDBREAKING COMPANIES AND THEIR ERA-DEFINING INNOVATIONS.
NEW FOR 2021!
INTEGRATED AR EXPERIENCES

LEARN MORE

VIRTUAL & IN-PERSON | OCTOBER 8, 1 – 5 P.M.

a2TECH360
OCTOBER 1 – 8, 2021

Tech Trek & Mobility Row 2021
A2 Tech Trek October 8

Learn More



2.4M
Social Media Impressions



54K
Social Media Engagements

All Events: Attendee Survey Results

- Event feedback was **positive** for all events hosted by SPARK and several attendees praised the **high-quality speakers**, informative presentations, and the overall organization, flow, management, and/or moderation of the events
- Many attendees appreciated the **hybrid** nature of most events
- Virtual attendees were pleased with the **viewing platform** and the ability to ask questions during Q&A sessions

Key Takeaways

- Attendance conversion rates were consistent with past a2Tech360 events (dependent on cost, geography, weather, etc.)
- **Most engaging events:** Tech Trek and Mobility Row, Tech Talk, Women In Tech, Michigan Angel Summit and Mobility Summit (highest registrations and highest attendance)
- **Hybrid events** was the right move for 2021 a2Tech360

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Participating Companies

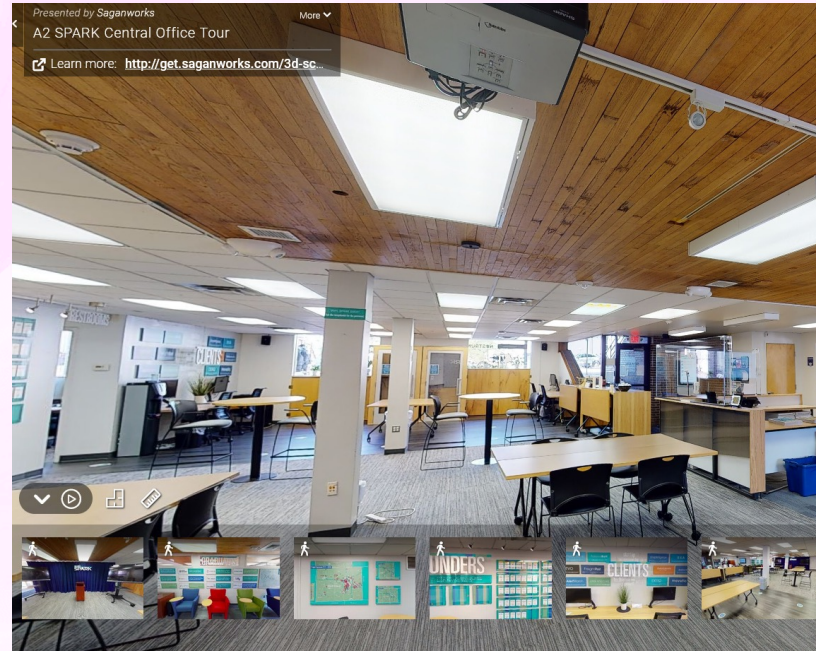
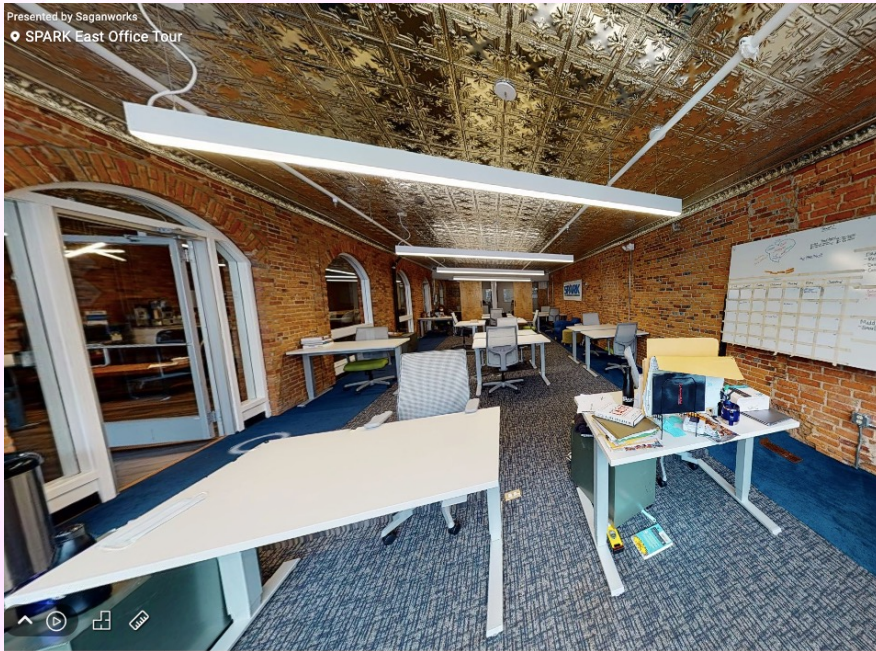


2021 PARTICIPATING SPONSORS:



COLLIERS INTERNATIONAL • DOMINO'S FARMS OFFICE PARK • DOMINO'S PIZZA • OXFORD COMPANIES

Interactive Map Tours



68
Companies
Represented



851+
Virtual Tours
Taken

More people visit every day. Try it yourself at a2Tech360.com/2021-map

Job Seeker Trek

- **25 participating companies**
- **150 registrants for virtual experience**
- **Offered both virtual and in-person**

Student Trek

- **300+ registered students**
- **In-person during Tech Trek and Mobility Row**
- **WCC, EMU and UM students participated.**



Attendee Survey Results

- LOVED being in-person again! Collecting all the swag.
- Enjoyed the street fair style event – everyone together and easy to navigate.
- For virtual attendees (e.g. online map), wanting a virtually live component
- Differentiating the companies more (e.g. hiring companies, companies based on their industry cluster)

Company Survey Results

- Overall, feedback was very positive re: hybrid event!
- Similar to attendees, lots of comments that companies LOVED the street fair style of the event.
- Companies being able to check out other company booths, which was hard to do before



Next Steps

- **Finalizing 2022 dates**
- **Monthly committee meetings will resume**
- **Survey TTMR companies**
 - Return to office plans in 2022
 - Temp check on Trek(s) of interest (Virtual, In-person, Student, Job Seeker, etc.)
- **Recruit partner events**

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Thank you!