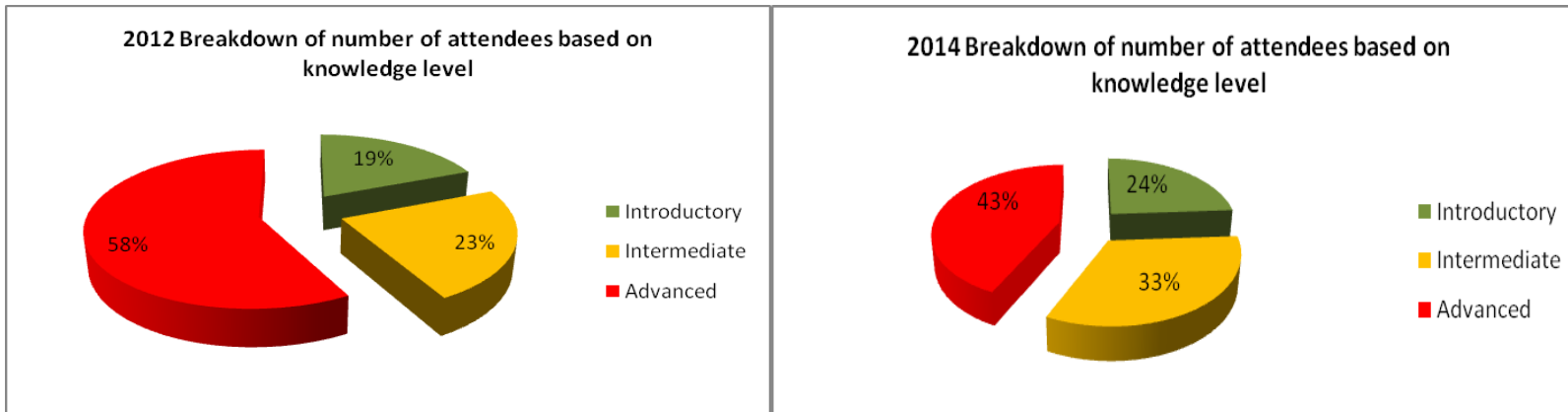




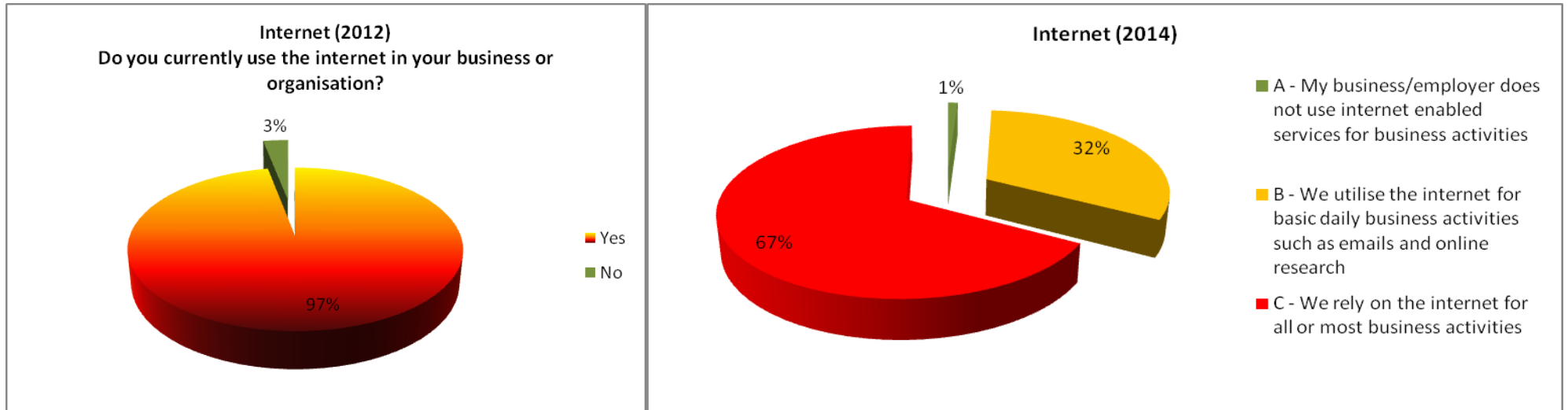
2014 CLICK! DIGITAL EXPO RESULTS SNAPSHOT

1. ATTENDEES

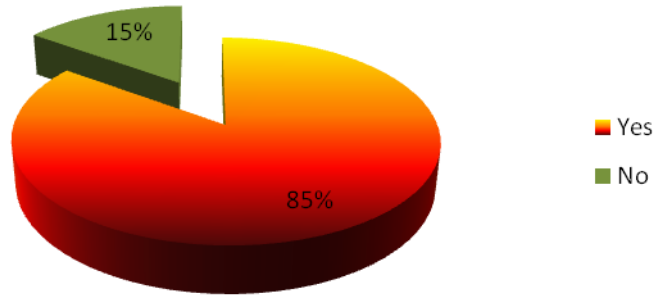
An estimated 1200 people attended the 2014 CLICK! Digital Expo from SMEs and NFP organisations across Brisbane and the broader South East Queensland area. The Expo was held 13-14 March at Brisbane City Hall. The following attendee data was collected and analysed from a registration process involving a series of questions to gauge current digital knowledge and engagement levels for over 1000 registrants. Comparative data from the inaugural CLICK! Digital Expo held in November 2012 (involving some 700 registrants) is also included.



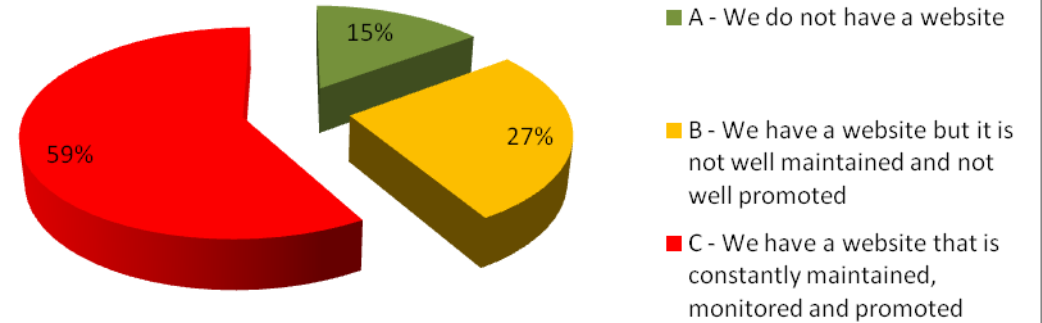
The following graphs represent the comparison between the knowledge level of 2012 delegates and the 2014 delegates in a number of different categories. The questions in 2014 were structured differently to drill down more into the exact knowledge level of attendees:



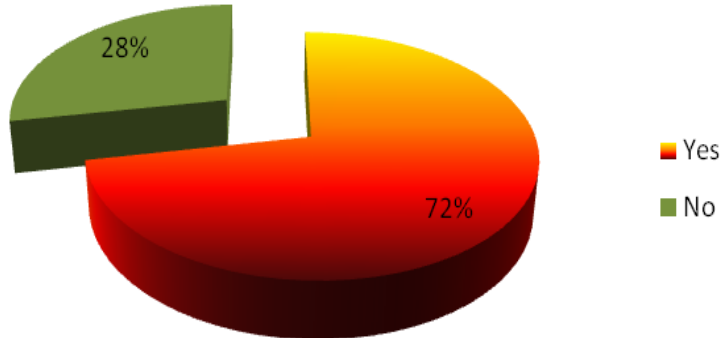
Website (2012)
Do you have a website?



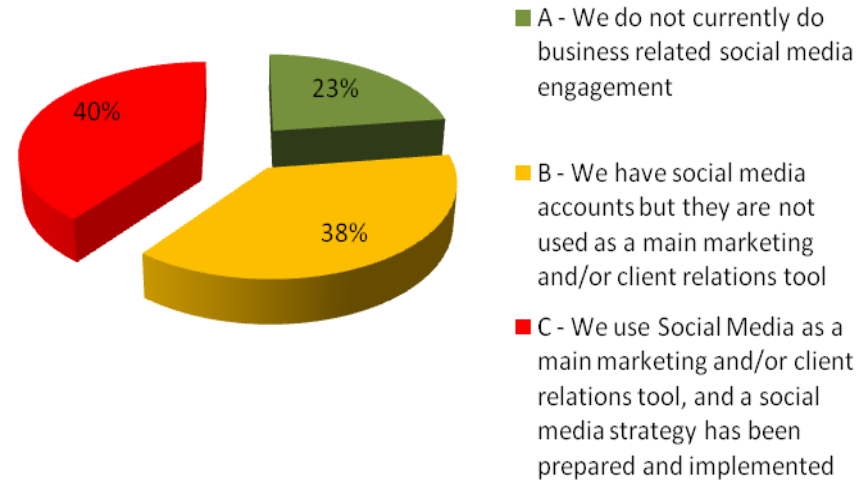
Website (2014)



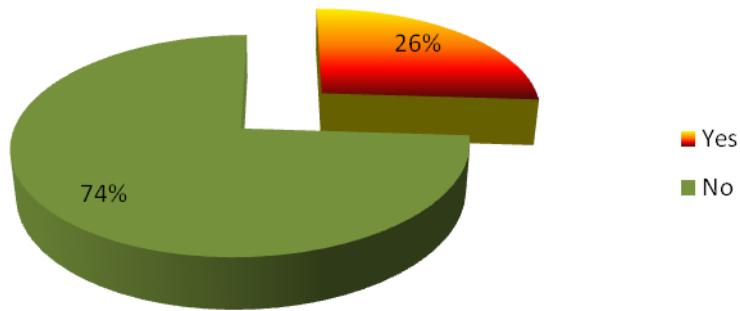
Social Media (2012)
Do you use social media?



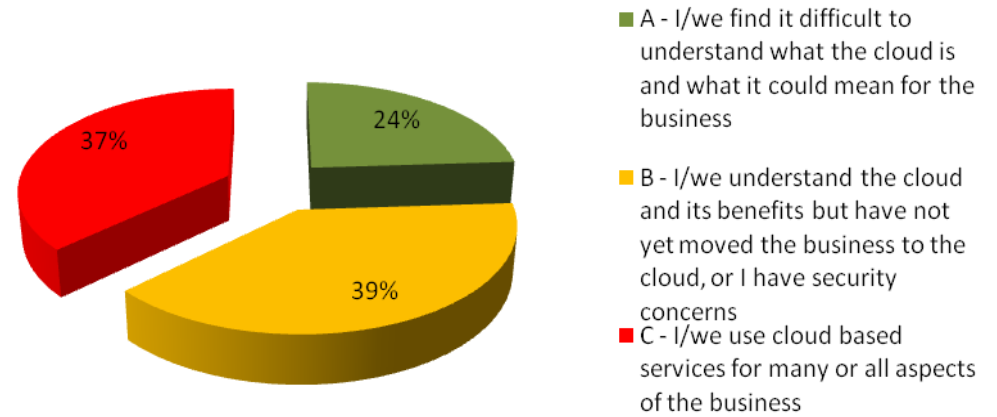
Social Media (2014)



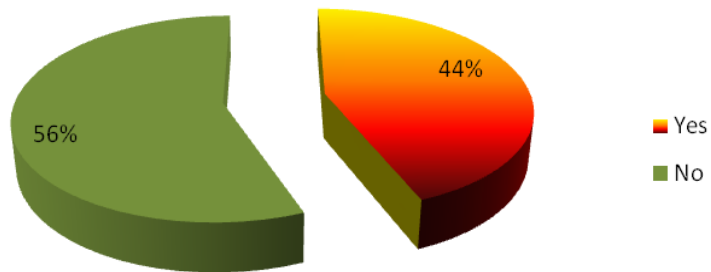
Cloud (2012)
Do you understand the requirements of 'Cloud Platforms'?



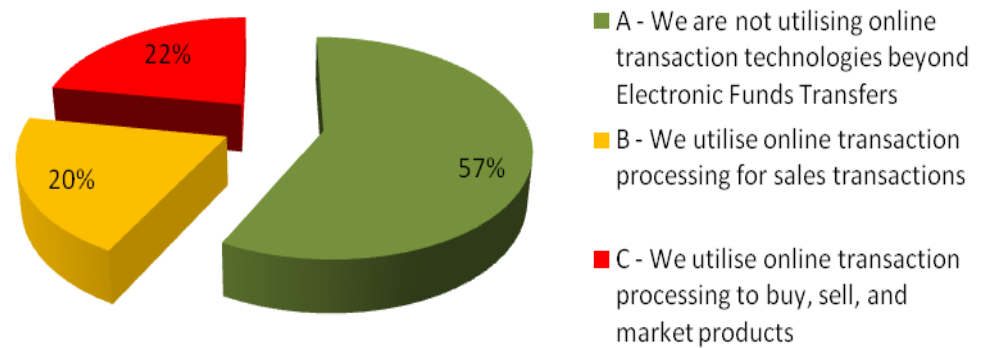
Cloud (2014)



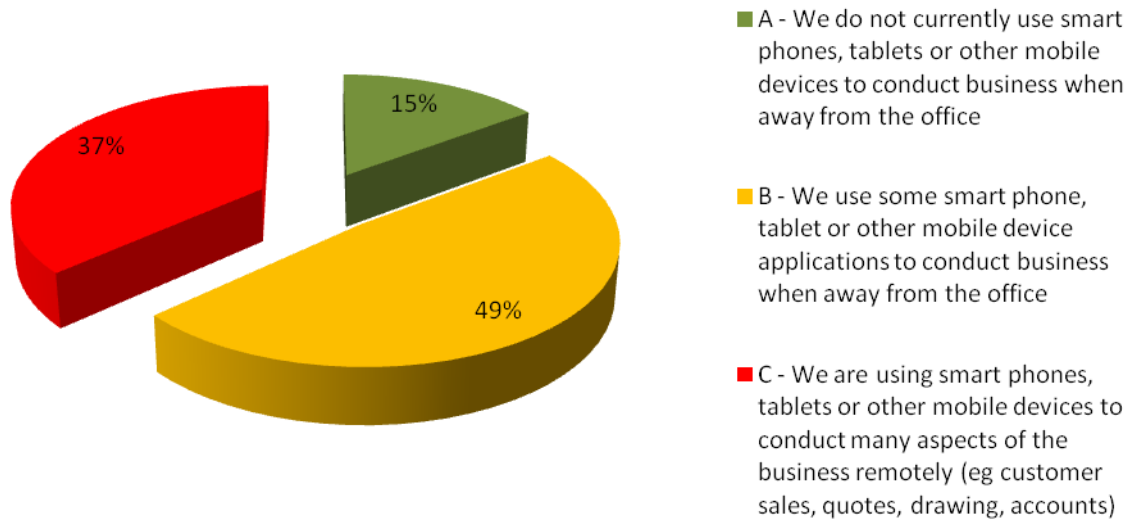
Online Transactions (2012)
Do you understand online transactions?



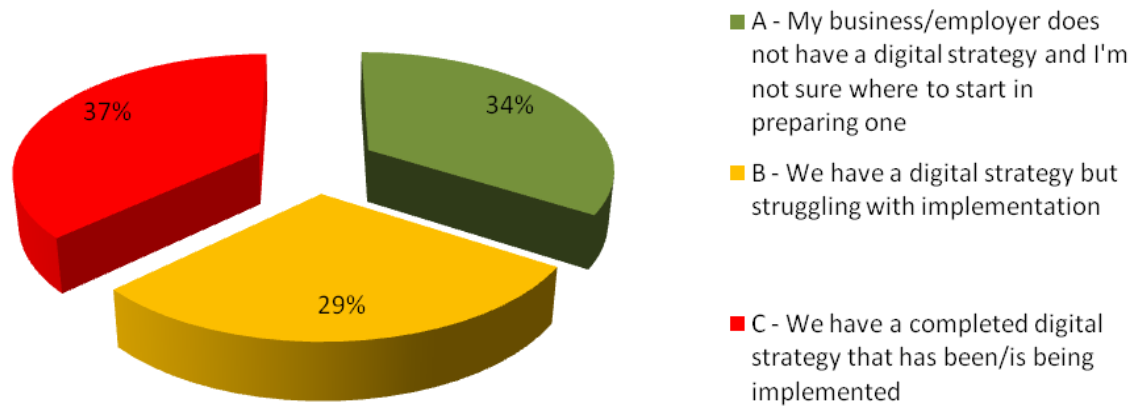
Online Transaction Processing (2014)



Mobility (2014)



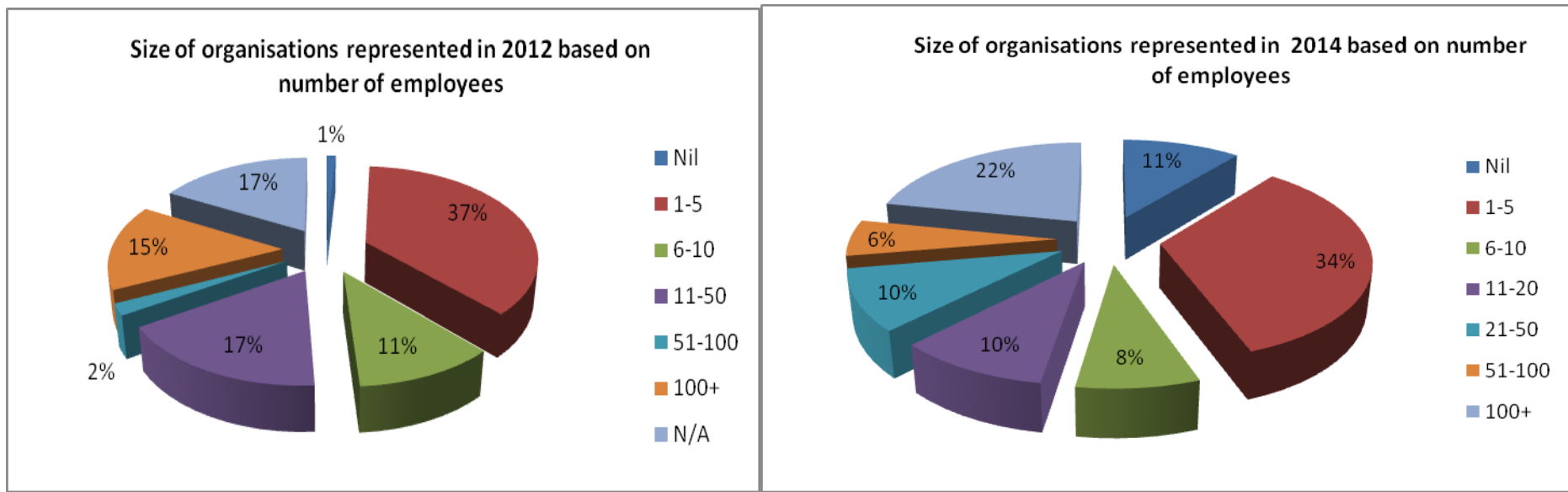
Digital Strategy (2014)



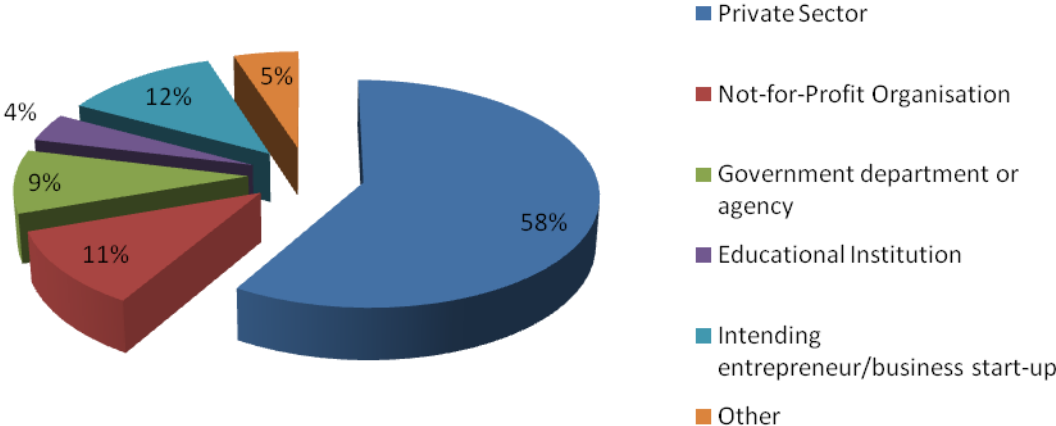
Questions were asked in two additional categories as a reflection of the advances in both technology and the activities undertaken in Brisbane in the digital space, primarily related to the release of the Digital Brisbane Strategy, in the 18 months between the 2012 and 2014 Expos.

The target audience was SMEs and NFPs. Types of NFPs targeted included Chambers of Commerce, business and industry associations, community service providers, and education and training organisations. The primary focus was on attracting prospective attendees from within the Brisbane Local Government Area, however the South East Queensland (SEQ) RDA network and CCIQ was utilised to broaden the reach to enterprises from the entire SEQ region.

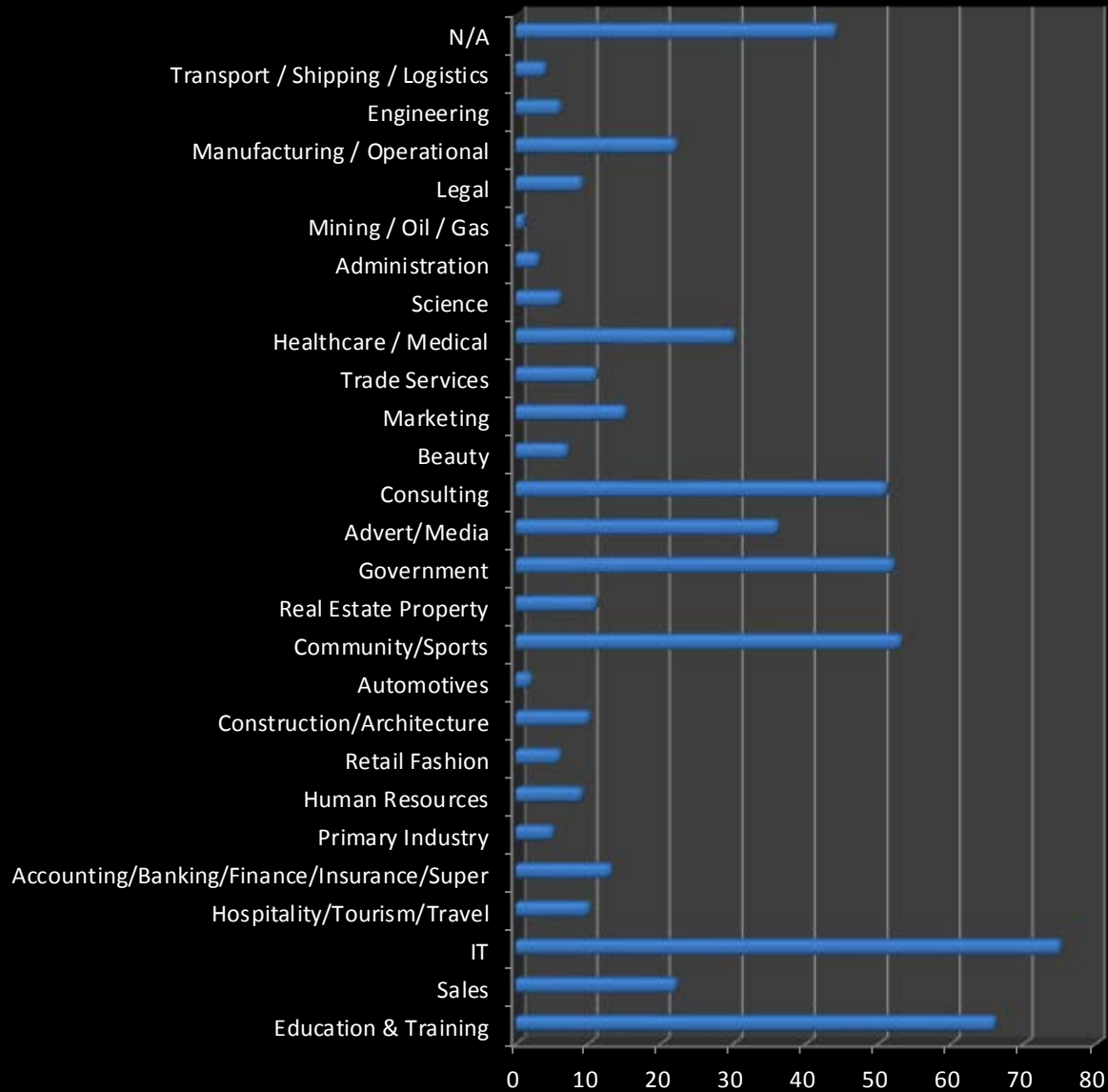
A total of 1090 registrations were received through an online registration process for the Expo, including people who registered at the door over both days. In addition, some 150 people attended both Masterclasses.



2014 Enterprise type



2012 Industry Representation

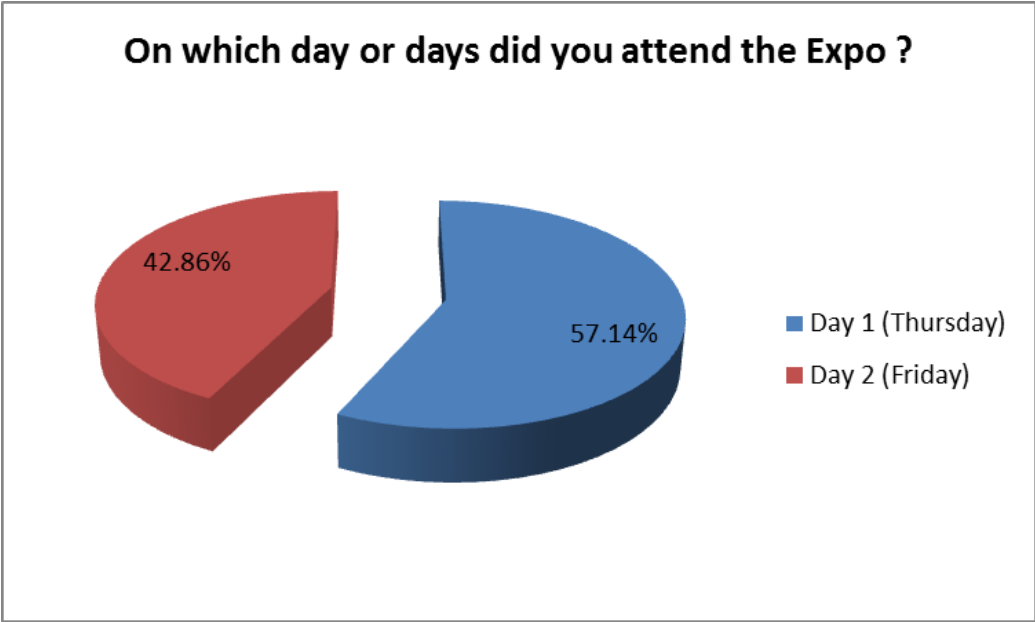


2014 Industry Representation

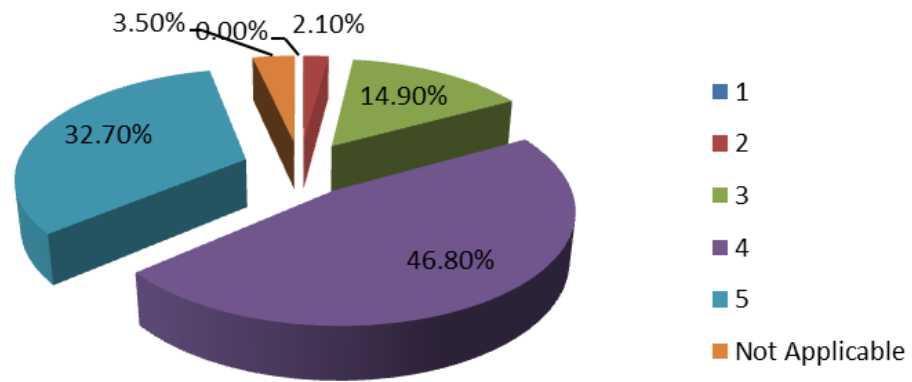


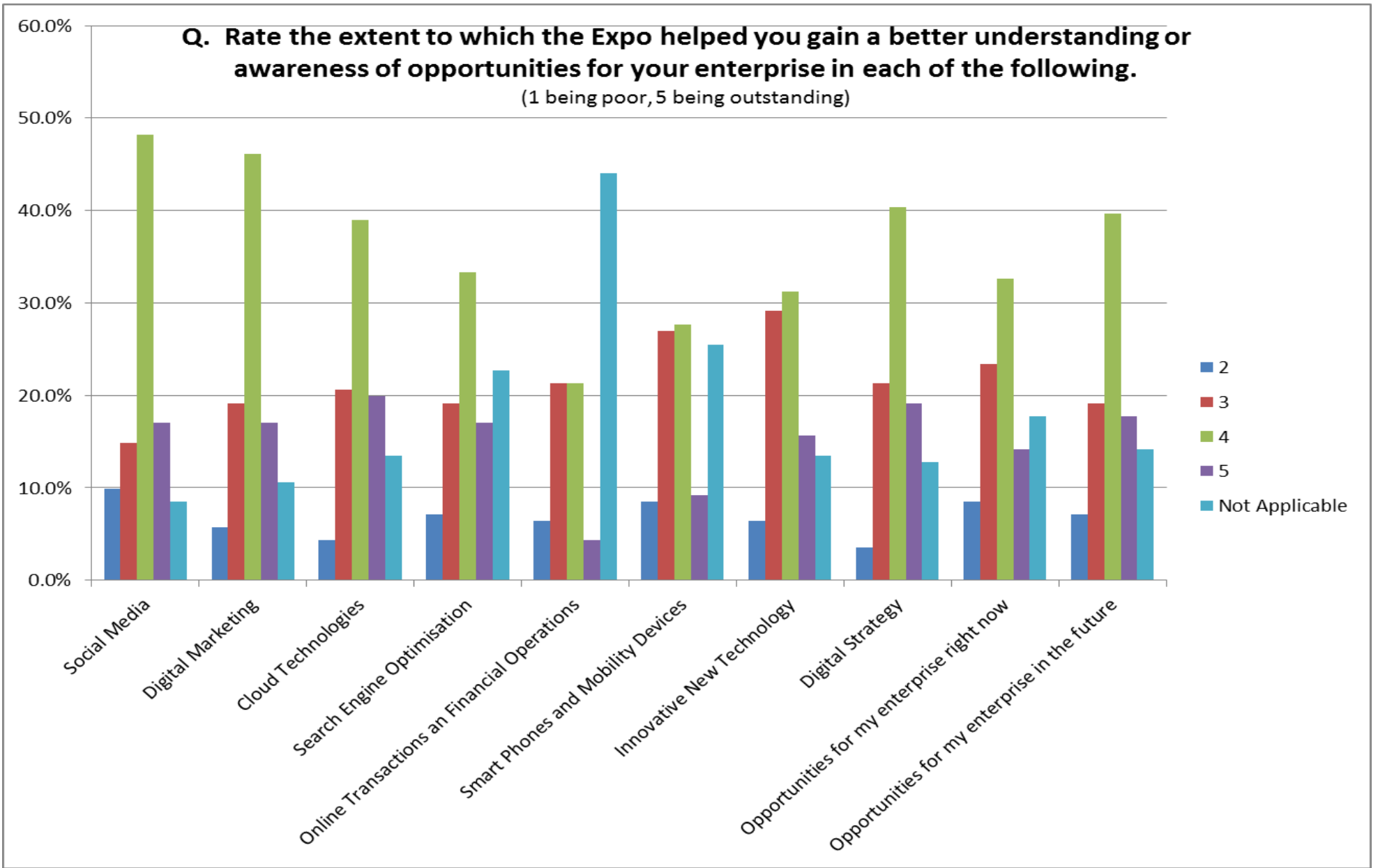
2. POST-EVENT SURVEY

Following the CLICK! Digital Expo, a survey was conducted through eTouches of the registered attendees to evaluate the effectiveness of the event in meeting economic development outcomes. A total of 141 attendees responded to the survey, representing 12.9% of all website registrants. Respondents were asked to rate their answers to the questions between 1 and 5 (1 being poor and 5 being outstanding). Some of the key findings are represented in the graphs below.



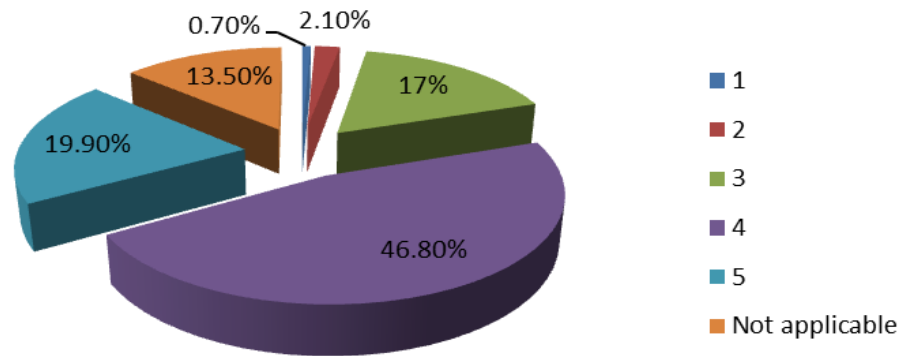
If you registered online prior to attending the Expo, how would you rate the experience ?
(1 being poor, 5 being outstanding)





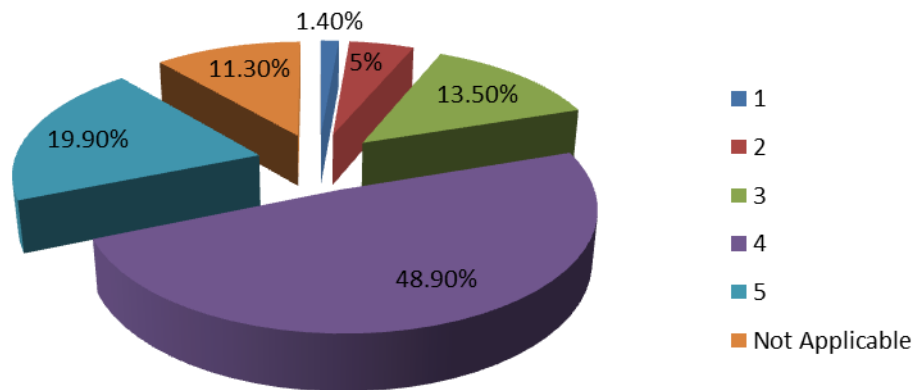
Q. How do you rate the seminar sessions relevance to you ?

(1 being poor, 5 being outstanding)



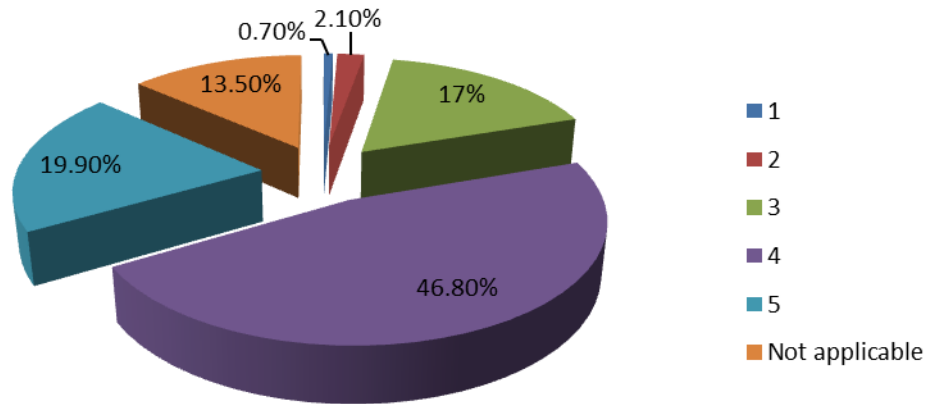
Q. Rate your overall satisfaction with the seminar topics presented

(1 being poor, 5 being outstanding)



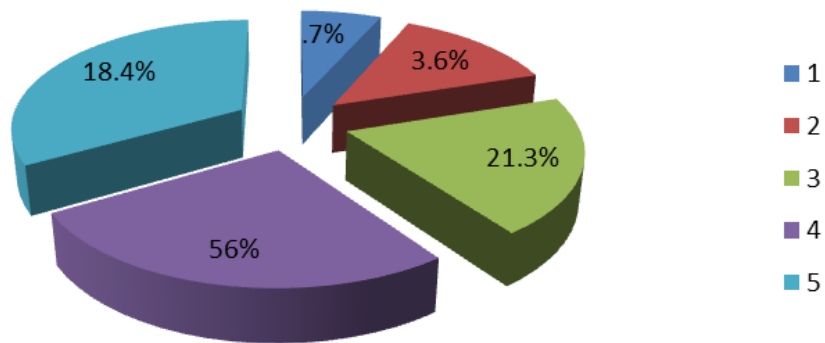
Q. There were 40 Exhibitors at the Expo. How would you rate your overall experience with them ?

(1 being poor, 5 being outstanding)



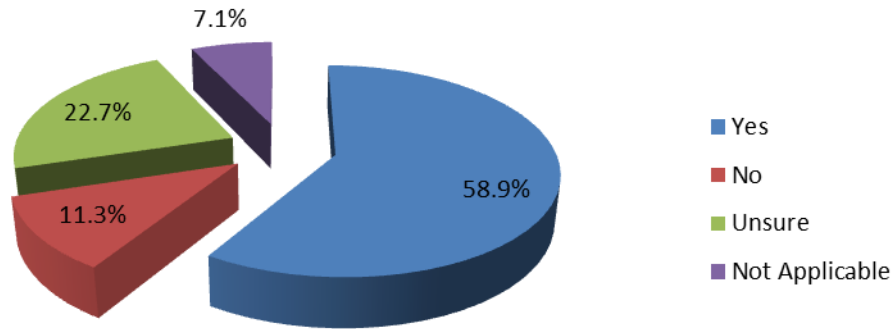
Q. How would you rate your overall experience in attending the CLICK! Digital Expo ?

(1 being poor, 5 being outstanding)



Q. Do you plan to implement any changes to the way you conduct your role/run your business as a result of any new information you gained ?

(1 being poor, 5 being outstanding)



Q. If we were to hold a future CLICK! Digital Expo, would you be likely to attend ?

