


Defence iQ

A PARTNER, IN AND FOR THE
DEFENCE COMMUNITY

Online Conference Case Study



HYPERSONIC **WEAPON SYSTEMS**

Overview of Defence iQ's two day online conference featuring live interactive webinars focused on the urgent development of both offensive and defensive hypersonic technologies.

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Defence **iQ** ONLINE CONFERENCE CASE STUDY

HYPERSONIC WEAPON SYSTEMS

30 June - 01 July, 2020 | Online Event

Introduction:

Whilst this year's conferences and major exhibitions are postponed due to COVID-19 safety measures, webinars, online conference and virtual exhibitions have become the new normal. At Defence iQ, we are delighted to share a case study of a recent online conference, Hypersonic Weapon Systems.

About Hypersonics:

The Hypersonic Weapon Systems, a unique two day online conference which featured live interactive webinars by international researchers, capability development professionals and tri-service operators from international missile defence and fires communities, all focused on the urgent development of both offensive and defensive hypersonic technologies.

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Hypersonics Weapon Systems Online Conference Metrics:

 **270**
Live Attendees

 **83%**
Engagement Rate

 **62%**
Attendee Conversion

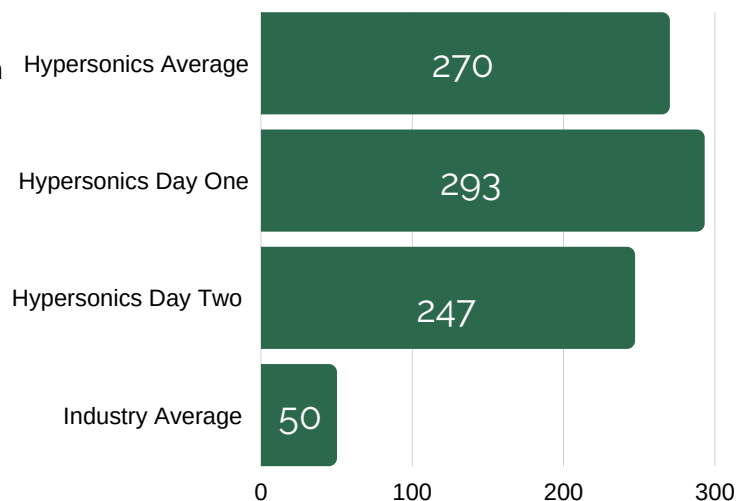
 **131**
Questions Asked

"78% of webinars have 50 or fewer attendees"

It is difficult to convince senior professionals to take time out of their busy schedule to attend an online conference or webinar, which is why the majority have 50 or fewer attendees.

Hypersonic Weapon Systems **attracted an average of 270 engaged attendees** over the two days.

Day One saw the highest amount with 293 Military and Government end users



(Source: The Big Book of Webinar Stats - Go-to-meeting)

Who attended;

- Agency for Defense Development
- British Army
- Future Systems and Technology Directorate
- Ministry of Defence, USA
- NATO Allied Command Transformation
- Naval Surface Warfare Center
- Royal Norwegian Air Force
- UK MOD
- UK Royal Navy
- United States Air Force

Hypersonics Weapon Systems Online Conference Metrics:

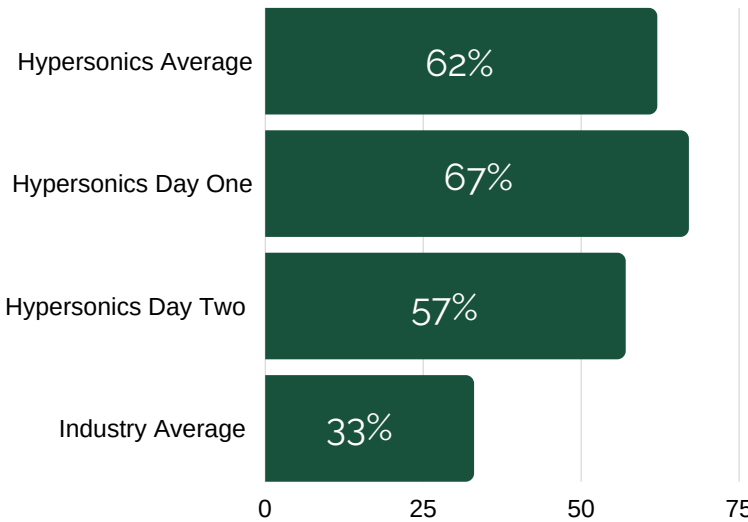
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"On average, 33% of your registrants to attendees is good"



Across the events industry, only 33% of webinar registrants actually attend the webinar live or view on demand.

At Hypersonics Weapon Systems **62% of registrants** joined the live sessions over the two days.

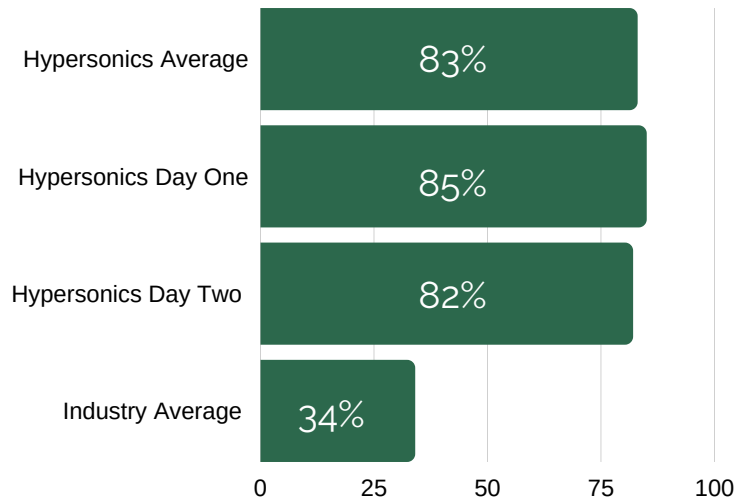
The cutting-edge conference programme from Defence iQ, secured the high rate of conversions.

Source: DECK7 Webinar Benchmarks & Best Practice Report

"Industry average attentiveness score is 34%"

An Attentiveness Score is based upon the percentage of time the webinar is the primary window on the attendee's screen, and whether the attendee engaged in questions and polls.

Hypersonics Weapon Systems average attentiveness score was 83%. This highlights how engaged our attendees were throughout the two days of online webinars.



(Source: The Big Book of Webinar Stats - Go-to-meeting)



95 questions were asked by our attendees on Day One

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What our attendees had to say:

"This event was extremely valuable to me both professionally and personally. Professionally in the work that we do with Weapon Systems; and personally, this format addressed 99.9% of the accessibility challenges myself and others face each day, especially in events of this type."

E3, Engineer, Naval Surface Warfare Center
Dahlgren Division




80%
of attendees found
the online platform a
positive experience

"It was an excellent experience. You did a great job by organizing these two-days sessions in a difficult context with COVID on top of it. It really helped me in my understanding of hypersonics. I appreciated the large variety of the presentations: political views, doctrinal & operational, technical etc. That was unique opportunity to understand future challenges poses by hypersonics."

OF4, French MOD



Anything we can do to improve?

"Other than the obvious of curing COVID and bringing the world's economy back? No. You guys did a great job making this happen. The speaker lineup and IT setup was great. I really can't think anything that could improve this event.. Everything was really well organized."

Owner, SJD Integrated Solutions

Our Vision

The defence enterprise is expanding as commercial industry and SMEs innovate and reshape future force design considerations. Public-private sector collaboration to solve the Defence community's most complex problems is therefore more important than ever.

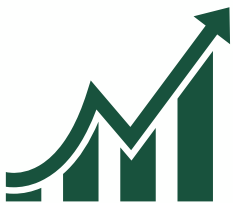
Defence iQ's digital platform can provide your business with those invaluable touch points from which to enhance your brand, demonstrate thought leadership, and connect with and educate a global network of military end users and government executives about your strategic vision and latest technological developments.

Across our portfolio of marketing, market intelligence and business development opportunities, our services are designed to meet your evolving needs and achieve new business growth. From large-scale online conferences, webinars, and B2B intelligent matchmaking, to our suite of bespoke digital solutions, we have the experience and resources to help your business grow in 2021 and beyond.

Your Objectives - Building a campaign to help you achieve your business goals

Accelerated Growth

For companies looking to enter or expand within a target market, we can develop and execute campaigns that drive market penetration.



Our services:

- **Strategy development** - Identify the right audiences and channels to drive growth
- **Customised campaigns** - Deliver defined passive, marketing and sales qualified leads
- **Account-based marketing campaigns** - Focus on your top customer and prospect accounts

Build New Business

For companies looking to identify active opportunities and be front-of-mind when prospects have a new requirement.

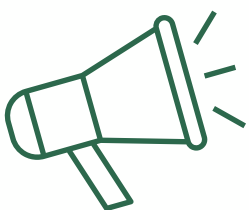


Our services:

- **Lead Qualification and Profiling** - Gain insight into prospect's needs, budgets and timelines
- **Customer Engagement** - Taking a leading role in an interactive discussion group to engage and discover prospects' challenges and learn how to position your offering
- **Client Acquisition** - Participate in 1-2-1 meetings with senior decision makers who have capability development needs that you can support

Make your message resonate

For companies looking to educate, impress and engage prospects to show how your solutions can solve problems.



Our services:

- **Data Driven Insights** - Obtain insights into customers' needs to help inform your campaign strategies
- **Speaking opportunities** - Share your expertise and success stories with an engaged audience, helping you communicate your brand value and build relationships
- **Content Curation and Partnerships** - Create high value content which will position your brand as a thought-leader and deliver engaged responses
- **Content Distribution** - Optimise engagement with your content via our tailored multiple touch point distribution channels

Who we work with



Raytheon
Technologies

NIMR



Microsoft



SAAB



L3HARRIS™



THALES

babcock™

nexter

Patria



DAMEN

BAE SYSTEMS

GENERAL DYNAMICS

Honeywell

Navantia



LEONARDO

LOCKHEED MARTIN



FNSS



BOEING

NEXT STEPS

GET IN TOUCH



Speak to our team

If you are interested in participating in an upcoming Defence iQ online event, meeting or webinar series get in touch today with your business objectives and our expert team will guide you through our solutions.

✉ partner@iqpc.co.uk

We look forward to working with you in 2021.