

SEADRIF Knowledge Series on Financial Protection of Public Assets

Attendee Analysis

Attendee Analysis

01

Attendee
Diversity

02

Attendee
Engagement

03

Webinar
Impact

01

Attendee Diversity

- General Information
- Countries Represented
- Organizations Represented
- Government Job Levels Represented



General Information



990
minutes



11
webinars



9
factsheets



534
Registrants



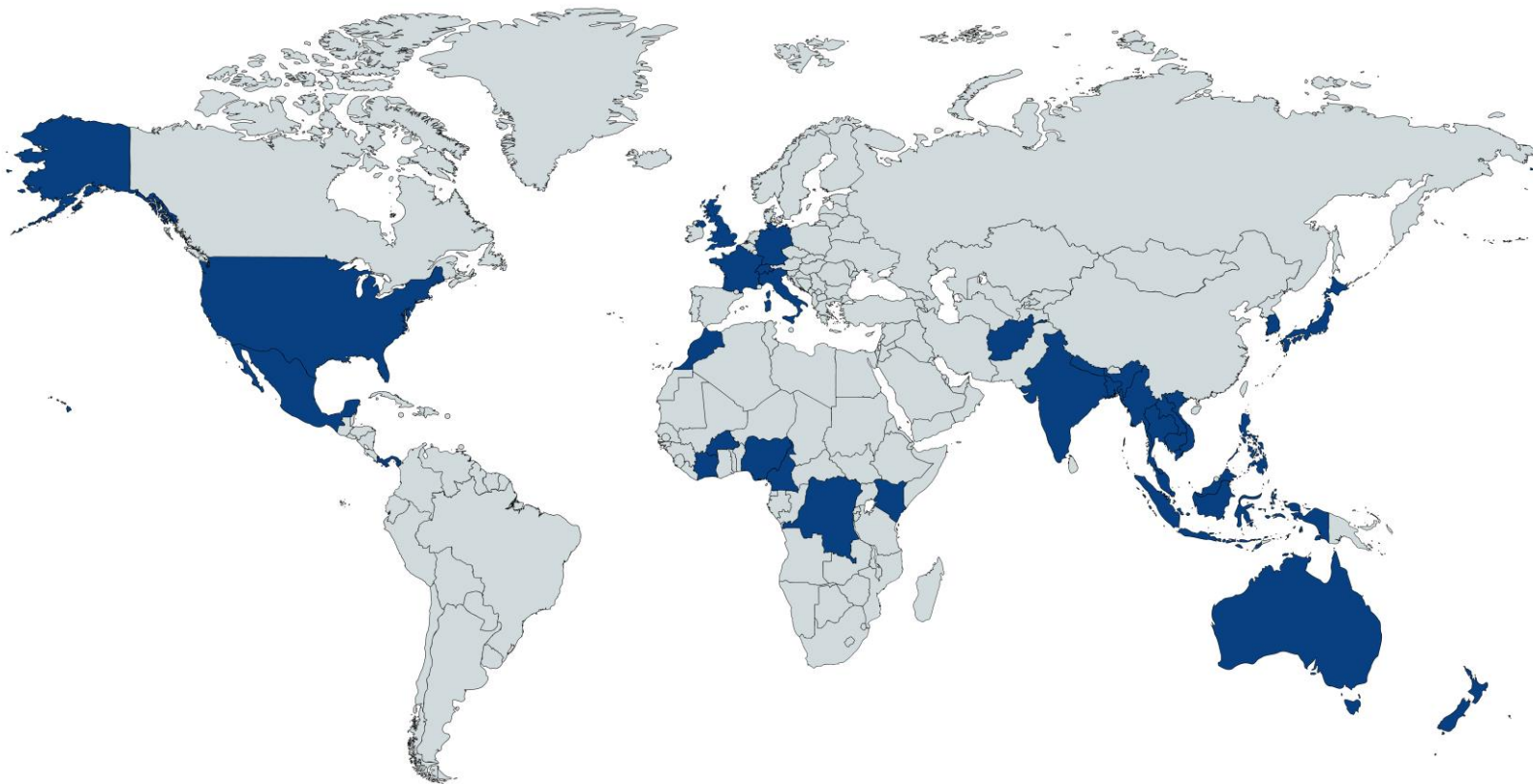
378
Unique
Attendees



240
Unique
Government
attendees

* No attendee report of the webinar 3 due to technical glitches.

Attendee Country Map



Created with mapchart.net

34 Countries
Represented

Top 3 Client Countries

- Indonesia (162 attendees)
- The Philippines (53 attendees)
- Myanmar (12 attendees)

Organizations Represented

102

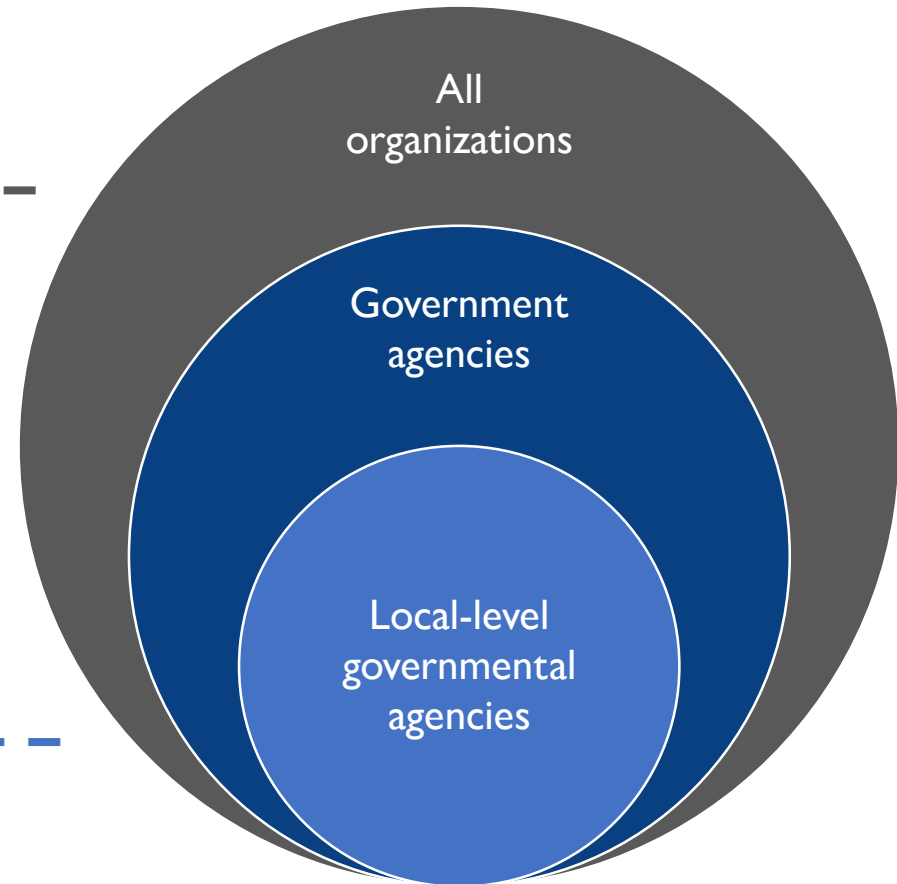
Organizations/divisions
represented

49

Governmental
agencies/divisions
represented

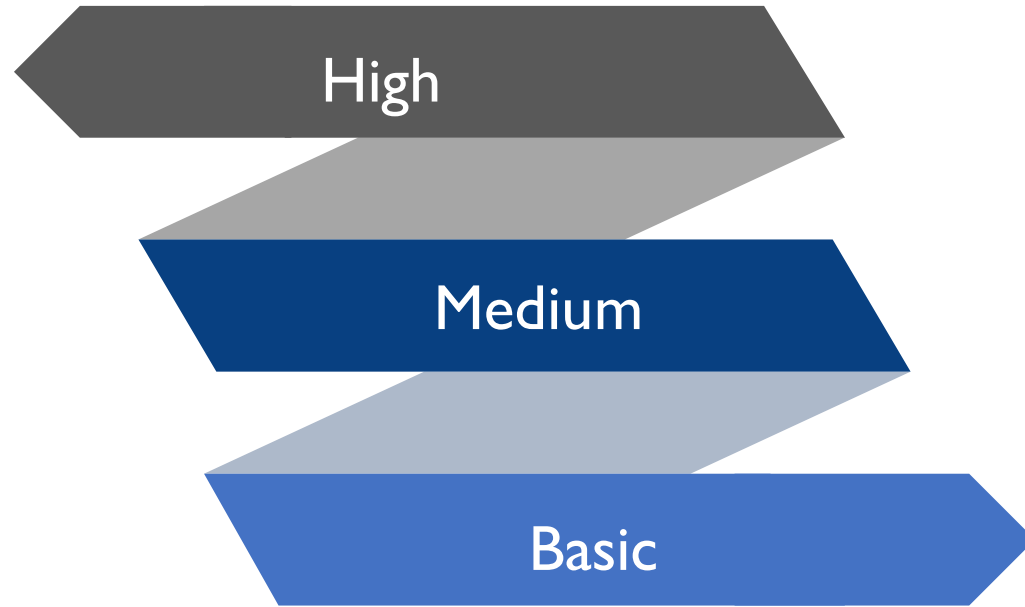
14

Local-level governmental
agencies/divisions
represented



- All organizations include government agencies, international organizations, insurance companies, NGOs and academia etc.
- 49 Governmental agencies/divisions include client countries and donor countries.

Governmental Job Level Represented



19% high-level governmental officials
(Directors, Section Heads, Section Chiefs)

21% medium-level governmental officials
(Managers, Senior Staff Members, Senior Officers, Economist)

40% basic-level governmental officials
(Staff , Officers, Analyst, Civil Servants)

* No available job information are counted for Others (20%).

02

Attendee Engagement

- Overall Participation
- Attendance by Webinars



Overall Participation



71% attendee conversion rate
(378 attendees vs 534 registrants)



Compared to industry
average: conversion
rate at about 50%



147 attendees attended multiple webinars



43 attendees attended more than half of the webinars

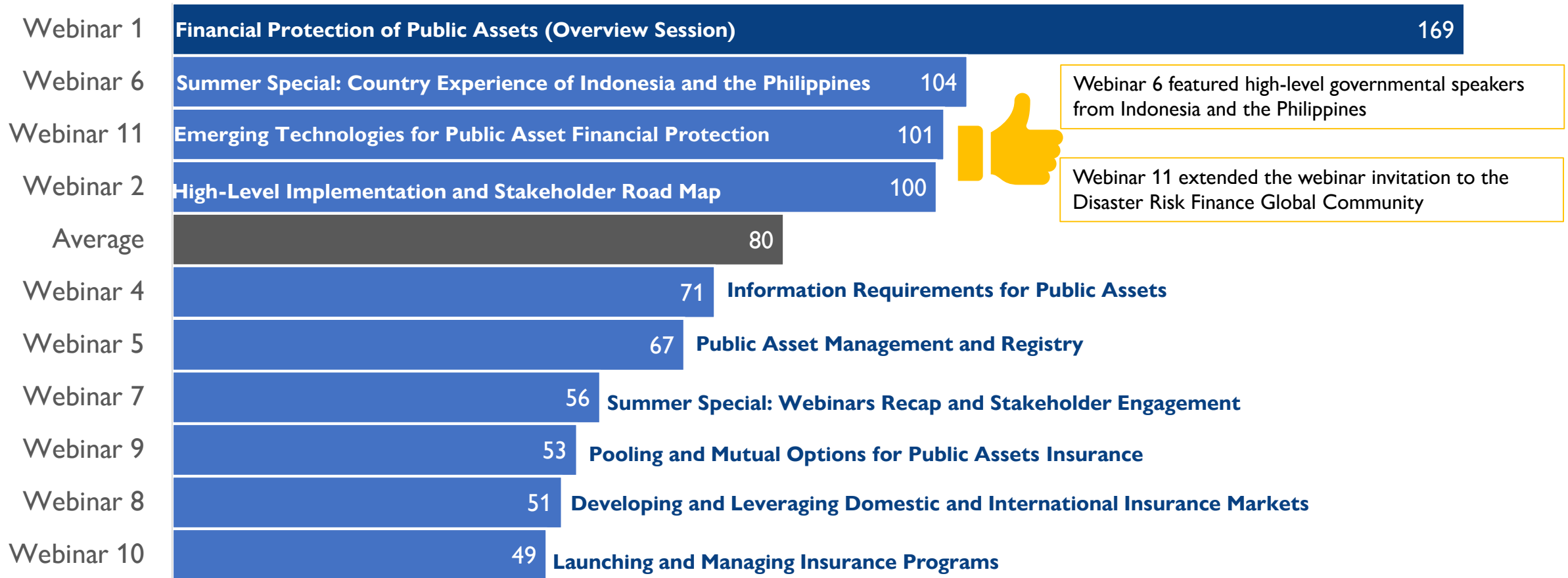


1,500 pageviews for the post-event recourse webpage

* Actual numbers are higher as we are missing attendance information for Webinar 3.

Attendance by Webinars

Attendance by Webinars



* No attendee report of the webinar 3 due to technical glitches.

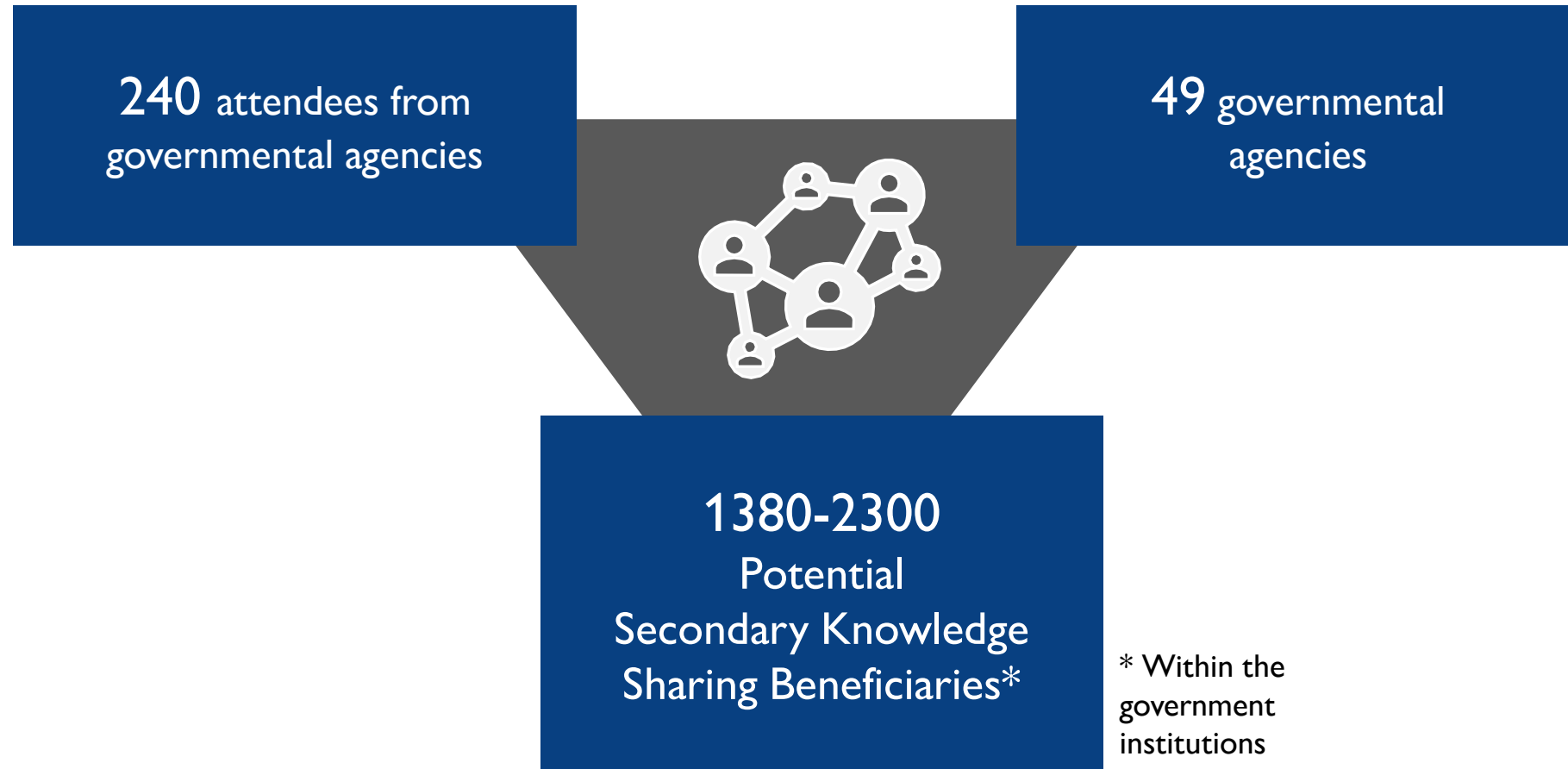
03

Webinar Impact

- Knowledge Sharing Beneficiaries Within Governmental Agencies



Potential Secondary Knowledge Sharing Beneficiaries in Governmental Agencies



*Knowledge sharing (direct and indirect impacts based on formal and informal conversations, collaborations and projects related to the topic) occurs between the primary webinar attendees (beneficiaries) and 6-10 colleagues in the government agencies they represent. This number through a conservative estimate is between 1380-2300.