



Personal Care: Rapunzel don't let your HAIR down!

December 02, 2021

Facts & figures

Status February 10, 2022

1. Our goals, your benefits

Of course, you are right to ask yourself what we want to achieve with our SOFW eVENTS.

Actually, it's quite simple; we want to **connect you** with your industry. And the best way to do that is

- simple and **uncomplicated**,
- with **little effort and cost**, yet
- effective and **target group optimized**
- adapted to **current needs**

And despite being virtual, you should have the feeling of being as personally and actively involved as possible.

Of course, there is always room for improvement, but we think that we implement this **personal touch** very well with our concept and our platform!

That all sounds great, but you want some hard facts?

On the following pages you can take a look at how our participants and sponsors are structured and how our presentations perform.

Questions?

Then feel free to contact us!

eVENTS@sofw.com

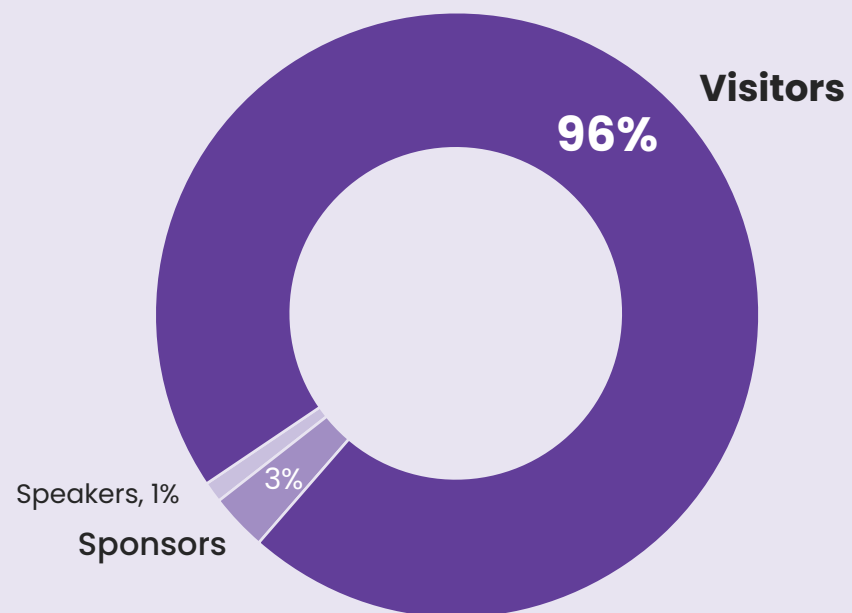
2.



Attendees

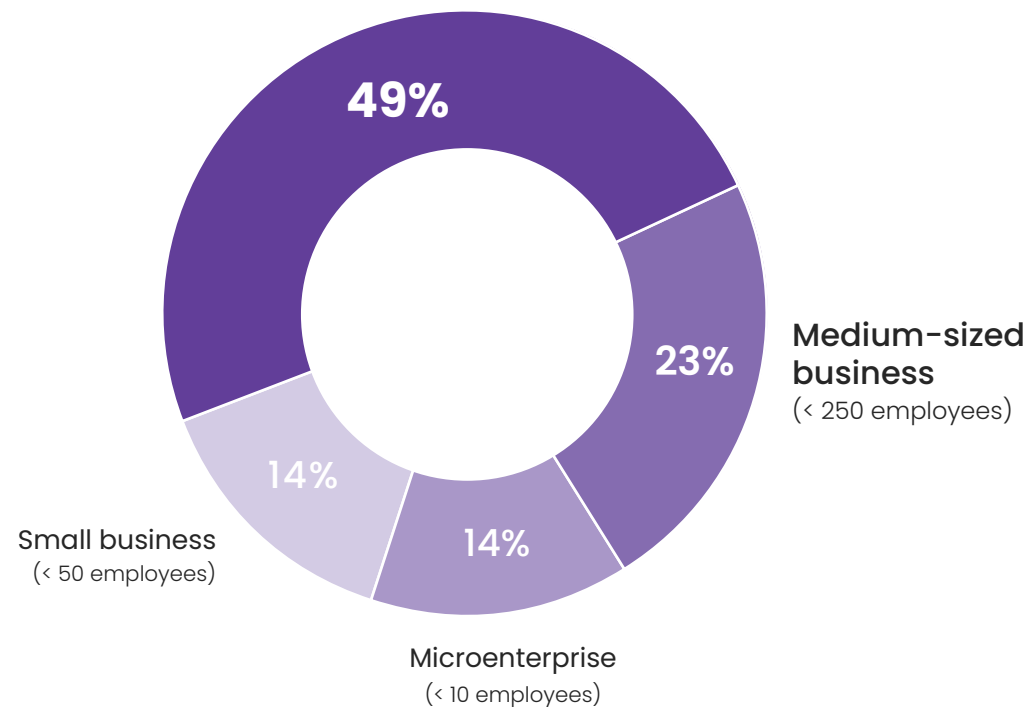
... who is in?

Categories

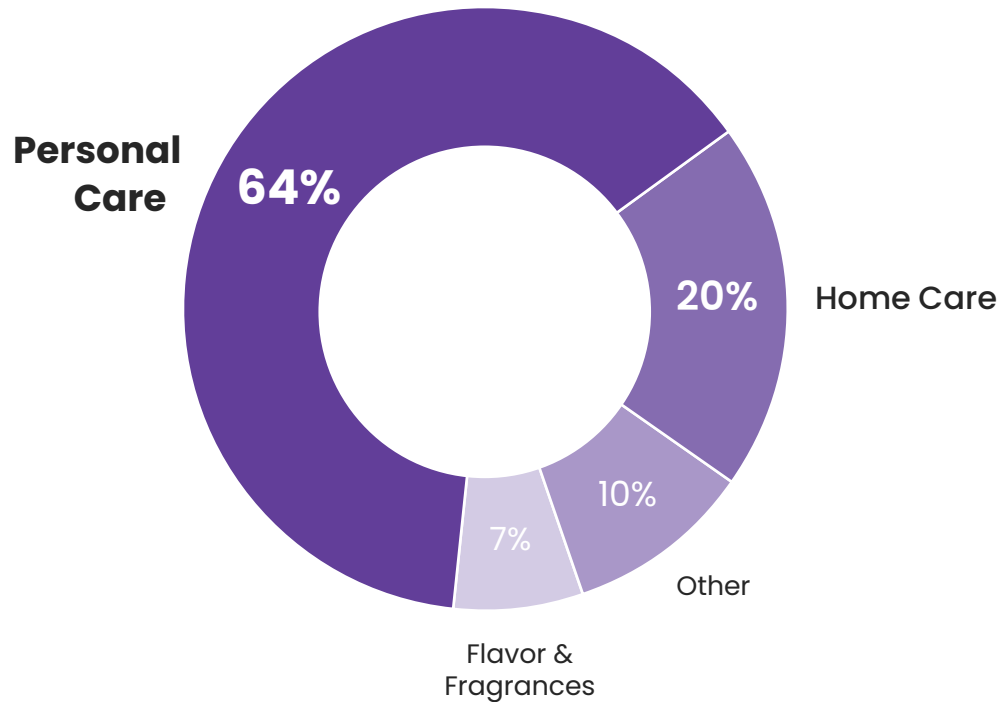


Company size

Large company / Group (250+ employees)



Industry segment

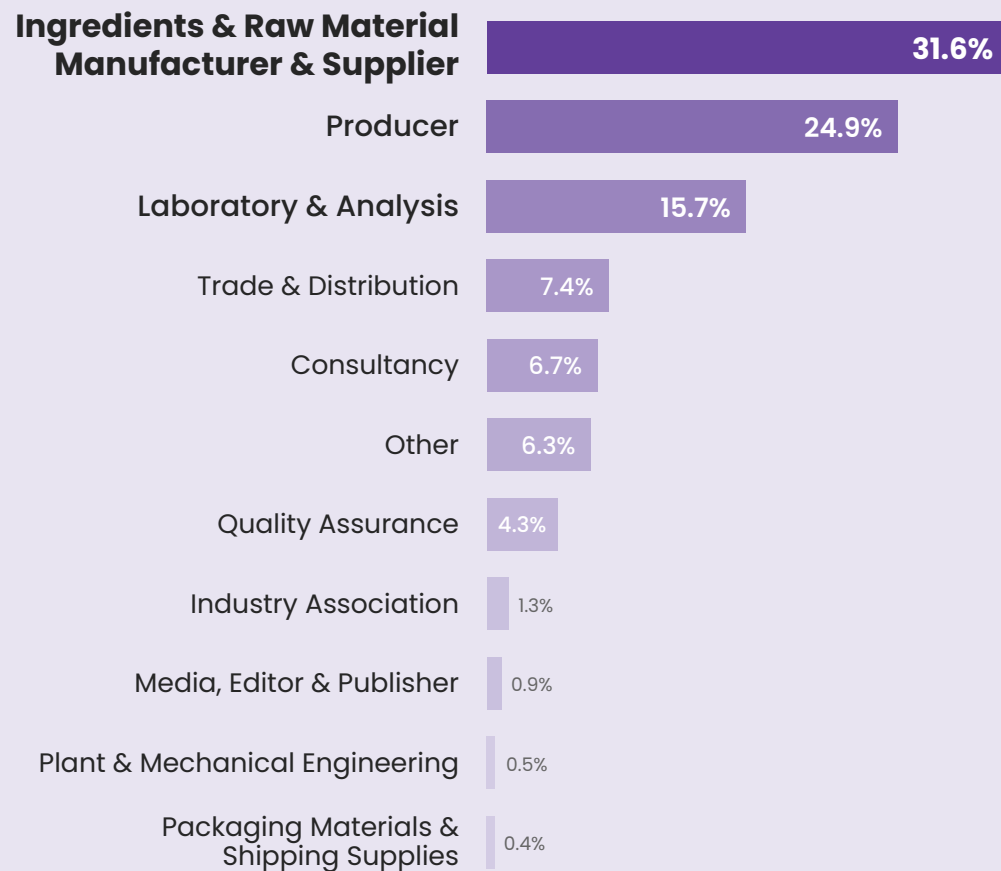


Surrounded by active people

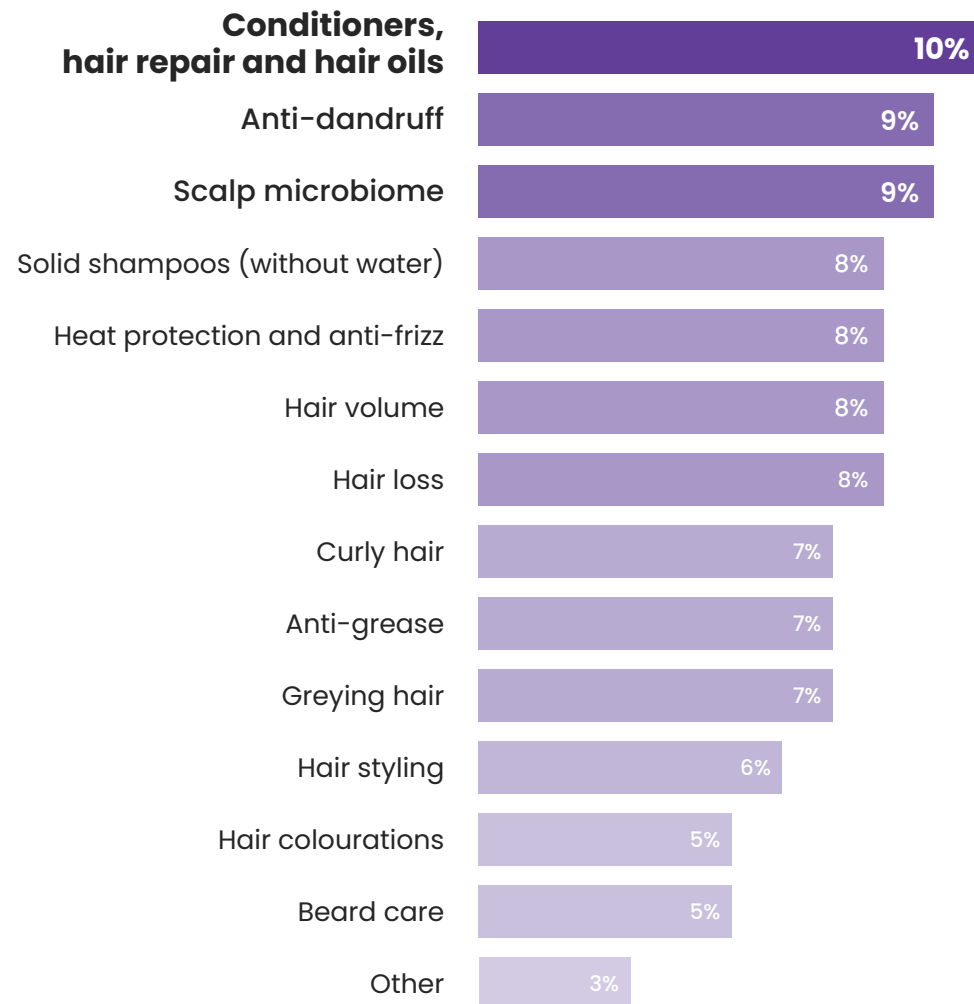
On average our participants are online for **4.3 hours** and open more than **3,161 pages** during this time.

100% of our attendees **use our app**

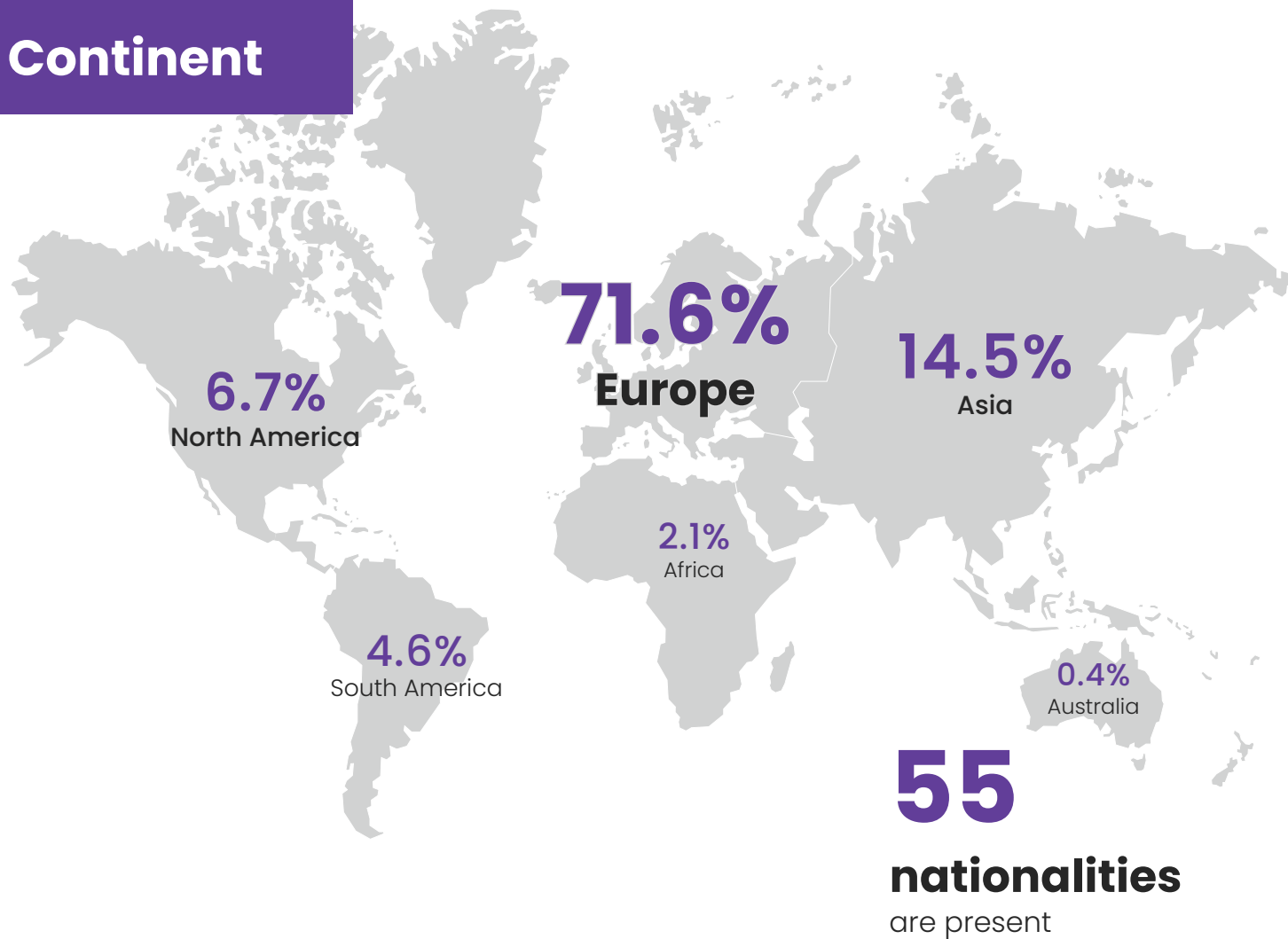
Business segment



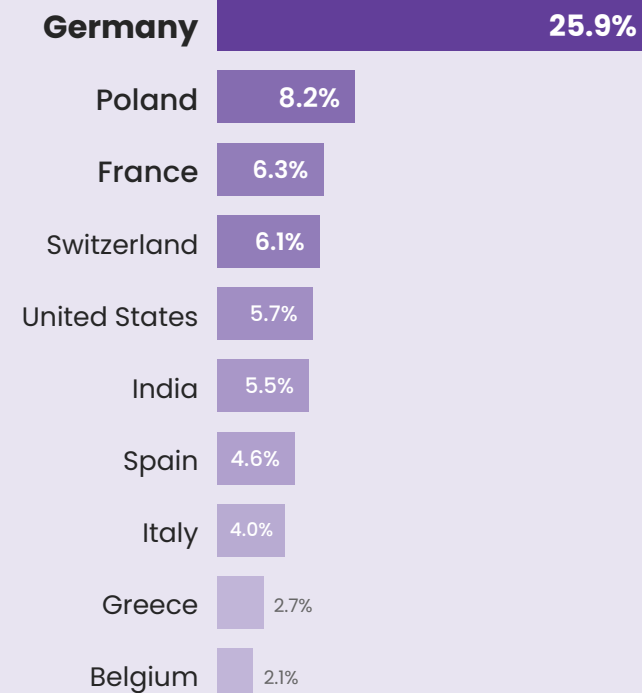
Interests



Continent



Country Top 10



3.



Sponsors

... who is on board?

Industry segment

Personal Care

56%

Flavor & Fragrances

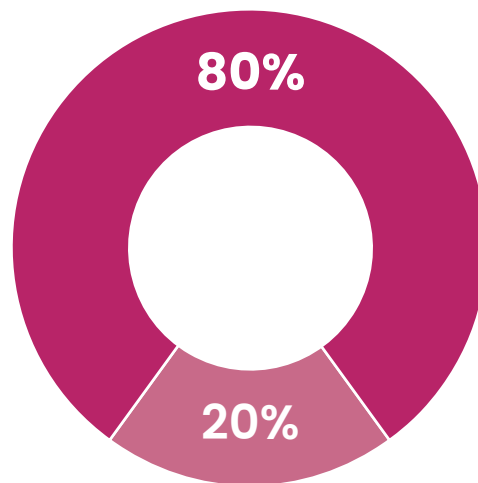
22%

Home Care

22%

Company size

Large company / Group
(250+ employees)



Microenterprise
(< 10 employees)

Visitors non-stop

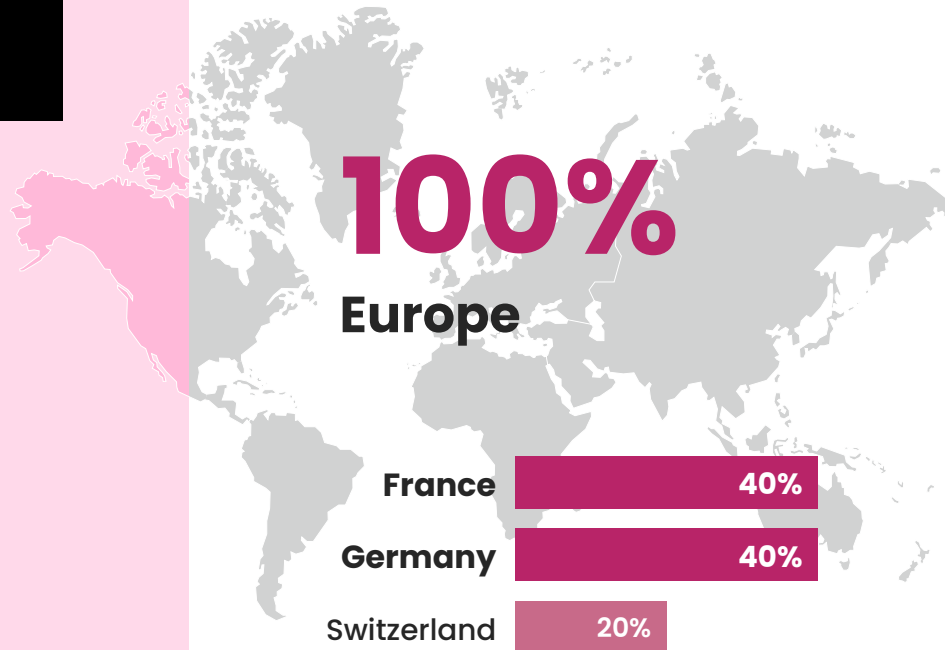
2,882 min visitors
communicated with sponsors.

Business segment

100%

Ingredients & Raw Material
Manufacturers & Suppliers

Continent, Country



Great customer support

On average **5 sponsor employees** are available to give competent advice and **support** to **our visitors**.

4.



Presentations

Attendance

56

listeners attend our
presentations
on average

Ratings



Ø 4 out of 5 stars our
speakers receive for their
presentation

88%

of our visitors would
recommend the event
to others

Expectations

22%

of our visitors would like to
find **new products**
or **evaluate their**
competition

58%

of our visitors attend be-
cause of **educational**
reasons

5. Is the environment an issue for us? For sure!

At the moment, virtual events are popping up like mushrooms. Of course, because we currently lack alternatives.

Nevertheless, we believe that digital events have their raison d'être, not only because they save travel and personnel costs, but also because they **protect the environment**. This is an essential aspect that we at SOFW eEVENTS attach great importance to.

With our personal care event, we saved ...

95,958 kg of CO₂

This is equivalent to **3,555** trees and

1,223,030
saved travel kilometers.

**That's
a good start!**

Let's continue together.



WeCONNECTING industries

powered by

SOFW