



**Retain more attendees through
facilitated matchmaking**

RESEARCH
REPORT:



For most, networking is the #2 most important value that people seek at business events. **For some, it is even #1.**

Facilitating and helping fill that need is important for any event organizer.



Hans-Peter Siefen
Co-Founder, Nordic Business Forum

Building global leaders starts with a focus on **relevant connections**

What started in 2010 as a small event in central Finland is now a Nordic-wide series of business events committed to building global leaders who will change the world. Attracting figures like Barack Obama, Steve Wozniak, Will Smith and many others, [Nordic Business Forum](#) caters to the C-suite and above who aspire to be even better leaders in the future.

For the past 7 years, Brella and the NBF team have worked together to provide a world-class experience at each event, physical and virtual. And it all started with an uncompromising commitment to networking and connections.

But while making new connections is valuable for both personal and professional life, we wanted to know:

Do attendees gain so much value from networking that they come back over those who don't?

So, together with the NBF team, we crunched the numbers to determine whether attendees who used [Brella's facilitated matchmaking](#) returned the following year.

What we found astonished us - and we're sure it will surprise you too.

Brella definitely empowers people to make meaningful connections and get value from peer learning. **That is why we are using Brella.**



Hans-Peter Siefen
Co-Founder, Nordic Business Forum

An unwavering dedication to **networking** and enabling new connections.

+14k

MEETINGS

11

EVENTS

+20k

NETWORKERS

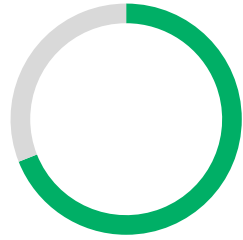
67

NPS

Since the beginning, Nordic Business Forum and Brella have held onto one tenet: **an unwavering dedication to networking and enabling new connections.**

And throughout their partnership, they have **delivered over 14,000 meetings for C-suite executives and future leaders,** establishing strong networks to support these superstars for years to come.

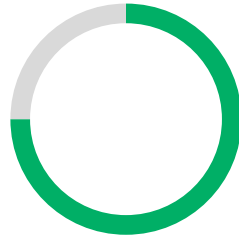
What we have achieved together



69%

ADOPTION RATE

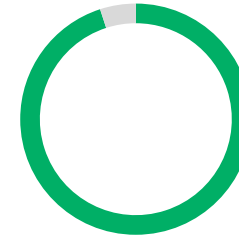
NBF boasts a high adoption rate through clever promotion of their event app both before and during their events.



75%

PRE-ENGAGEMENT

75% of attendees join Brella before the event and begin engaging with the content, planning their day and booking meetings.



95%

MEETING GROWTH

At one of their newest events, NBF Norway, accepted meeting rates have skyrocketed year over year.

Facilitated matchmaking **improves** attendee retention



BRELLA USERS

Nearly half of all Brella users returned to NBF '19 after having a facilitated meeting.

4x

More attendees returned next year after just one Brella meeting.

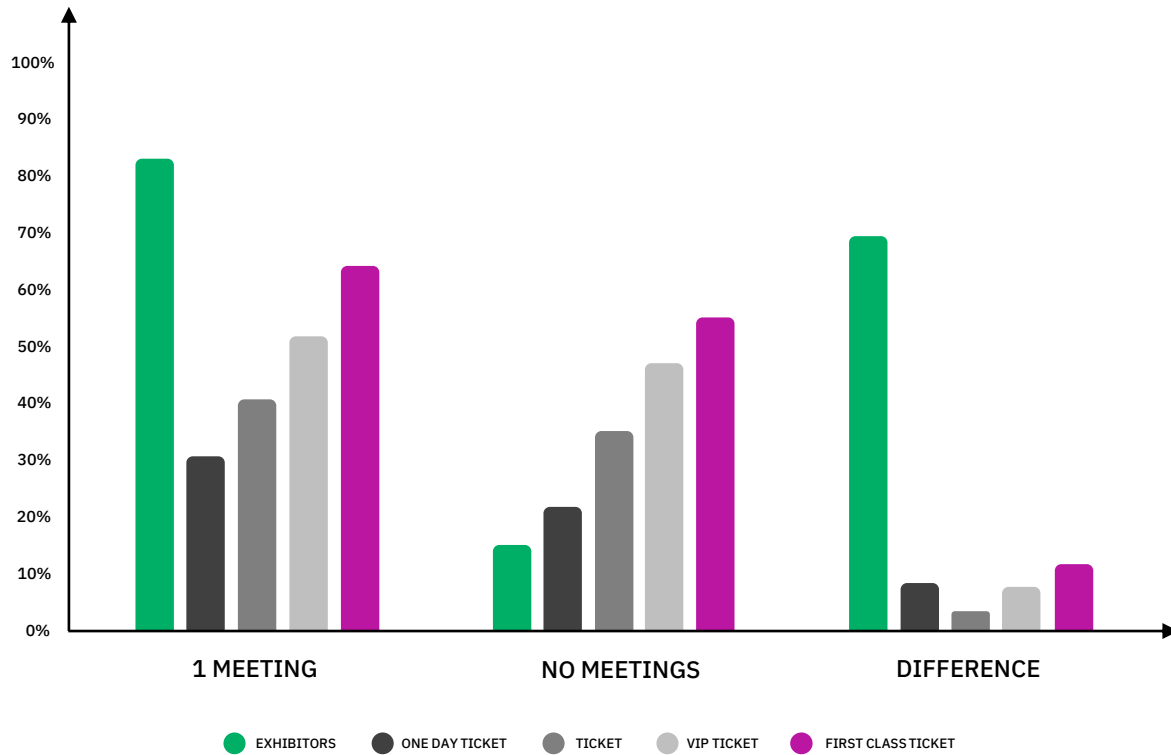
NBF Norway



NON-USERS

Only 33% of attendees returned to NBF '19 after having no Brella meetings.

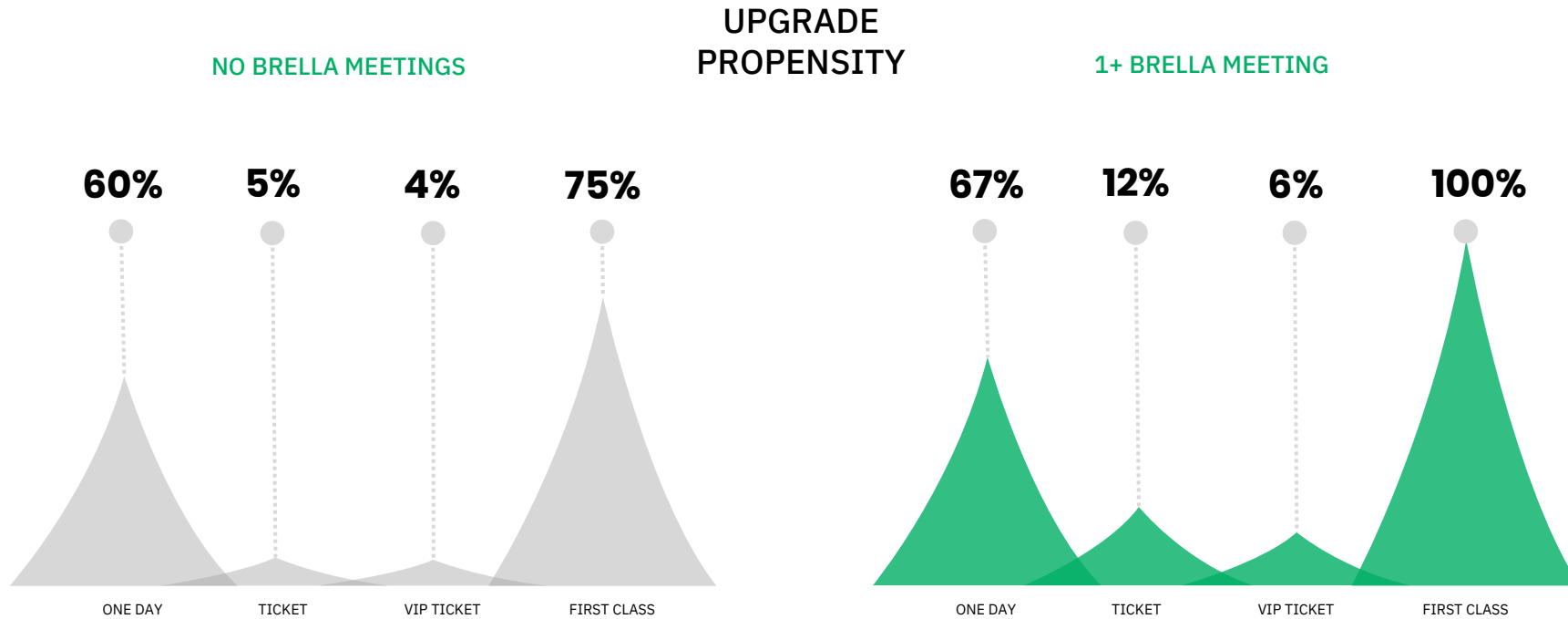
Brella usage correlated with **higher retention rates** across all tickets



3x

More exhibitors returned after having meetings

Meetings give first class ticket holders extreme value



Upgrade propensity increased in nearly every case after having at least **one Brella meeting**, and more impressively...

Every first class ticket holder who had at least one Brella meeting **bought a first class ticket again.**

5 out of 6 networking rating

“I love that you meet interesting and like-minded people, it’s easy to do meetings through great technology. Holistic solution.”

“Compared to other networking platforms I’ve seen during the COVID-19 era, Brella was simply outstanding at NBF.”

“I am very satisfied because Brella worked very well, I could have some interesting contacts through it, the speakers were great, the organization excellent!”

“Everything worked. In particular the audio/video of the stream is important and was good.”

Give your audience **an experience** they won't forget

Whether you organize an online webinar or a meeting-driven exhibition, your attendees are who make it special and memorable.

And no matter if they tune in online or stroll into the venue, **facilitating networking** in a simple, effective way will bridge the gap and increase audience retention.

Your journey to a more successful, profitable event **starts with Brella** - the world's leading event platform for virtual, hybrid and physical events.

[REQUEST YOUR DEMO](#)