

CASE STUDY | 2021 RESULTS



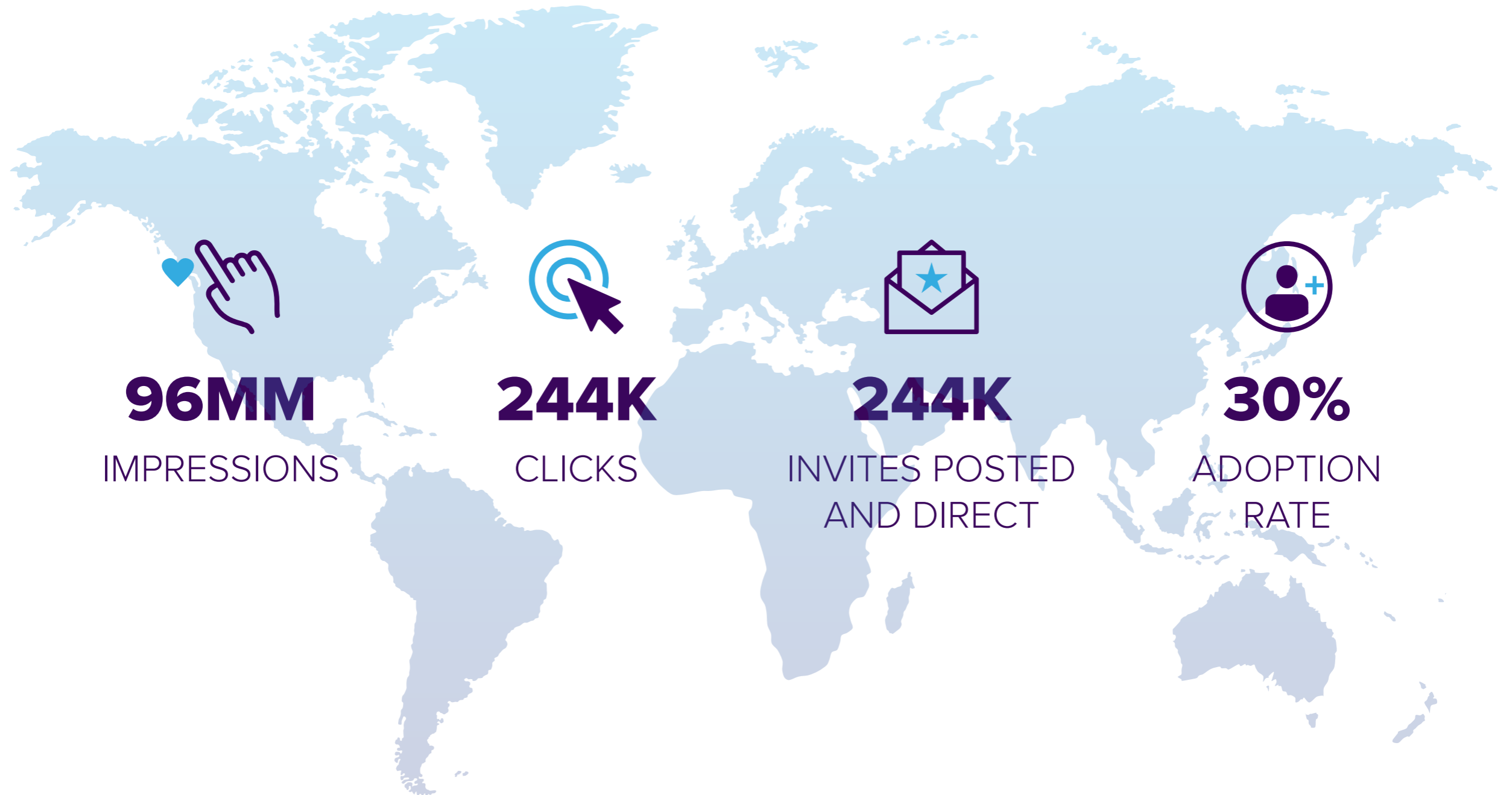


97,000 ACQUISITIONS • **1,189** EVENTS • DRIVING **23% GROWTH**

THANKS TO **127K ADVOCATES**



THESE **127K ADVOCATES** DROVE...



“

The power of the spoken word or written word from people that you trust, people that you look up to in the industry, that's going to be much more convincing than any email we can send out or sales call we can do.”

CHIEF DIGITAL OFFICER
AT INFORMA CONNECT

About the Company

Informa is a leading international intelligence, events, and scholarly research group, here to champion the specialist. Through hundreds of brands and a range of products and services, they connect businesses and professionals with the knowledge they need to learn more, know more, and do more.

Whether it's through high-quality digital media and content, must-have intelligence and analytics, must-attend in-person and virtual events, engaging online communities and marketplaces, data-driven marketing services, effective networking and partnering platforms, or advance peer review research, they help businesses and professionals learn more about the latest developments in their area, know more about their customers, peers, and competition, and do more, making connections and taking decisions that allow them to grow, progress, and succeed.

Informa is listed on the London Stock Exchange and a member of FTSE 100, with over 10,000 colleagues working in more than 30 countries.

- *“I thought I’d seen it all working in the event space for more than 25 years. Then the pandemic came along. Now InGo factors into the thinking around every single event we create.”*
- *“One of the upsides [of using InGo] is that we now know so much more about our customers, we have a lot more data on their behavior.”*
- *“Influencer marketing is one of the most important things we can do at the moment. The power of the spoken word or written word from people that you trust, people that you look up to in the industry, that’s going to be much more convincing than any email we can send out or sales call we can do.”*
- *“If somebody’s out there thinking about some marketing tool they’re thinking about buying and implementing, and they’re considering InGo, what piece of advice would you give them?” “Do it! We’ve only had great experiences working with InGo.”*
“In addition to what you do on your social media organically, with InGo, you can let your speakers, sponsors and exhibitors talk for you.”



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let your speakers,
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SENIOR MARKETING EXECUTIVE
AT INFORMA MARKETS

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InGo's passion for events started with realizing how many great people come together at events, and how we can make sure you get the right people in the room.

MICHAEL
CHIEF EXECUTIVE OFFICER
AT INGO



PROPRIETARY AND CONFIDENTIAL

• INGO.ME •

EVENTS ARE BETTER TOGETHER