



Thanks to your dedication and commitment, our Virtual Festival was a big success. Our website had 3,500 users with almost 14,000 page views during the nine day festival. Attendees overwhelmingly enjoyed the festival and visited every experience area with 97% of survey respondents learning something to help make their lives more sustainable.

Our most viewed content was the Live programming with over 80 presentations (81 actual) from music performers to local social and environmental sustainability change agents and entrepreneurs. We averaged about 200 views/program with some content getting over 3600 views! The content is still available for access through our [YouTube channel](#) and on our [website](#). One of the greatest benefits seen by many organizations was creating the opportunity and platform for them to activate their business goal to increase their digital presence.



"The live content was relevant and local and very informative"

We also had dramatic social media engagement with a 902% increase on our Instagram channel with 8,556 impressions. Thanks to all of you, our Twitter engagement showed lots of mentions and had 25,300 impressions during the Virtual Festival. Facebook posts reached over 7,000 (7,048) with over 800 page views (803 actual) and 1,466 engagements.

What did people say about our Festival?

"I learned a lot and would definitely share information about a future presentation, as well as attend it. It was a wonderful experience"

"I am so glad this was offered as a virtual event! I do not like crowds so this made the event available to me."

"I'm so glad that this was offered online instead of cancelled altogether. My boyfriend and I (who are separated in quarantine) still got to "go together to the Festival."

"I loved this interactive experience. This really helped me explore new areas from the booths I would have visited, but on a more personal level. I loved being able to see people in their own spaces too! Like Forest Releaf being able to see their HQ was very cool."

"Very professional, very impressive response put together by ed365 staff! Very excited about the archived information available to the community and the potential for folks to access and learn at their own pace."

We are now looking forward to the October 18, 2020 rescheduled outdoor festival to be held in Tower Grove Park. Thank you to all of you who have indicated your commitment to be with us in October. We are so touched by your dedication and we will be monitoring the ongoing evolution of businesses and events reopening to ensure a safe experience for all.

