

## iSCF 2017 – Post-event feedback report

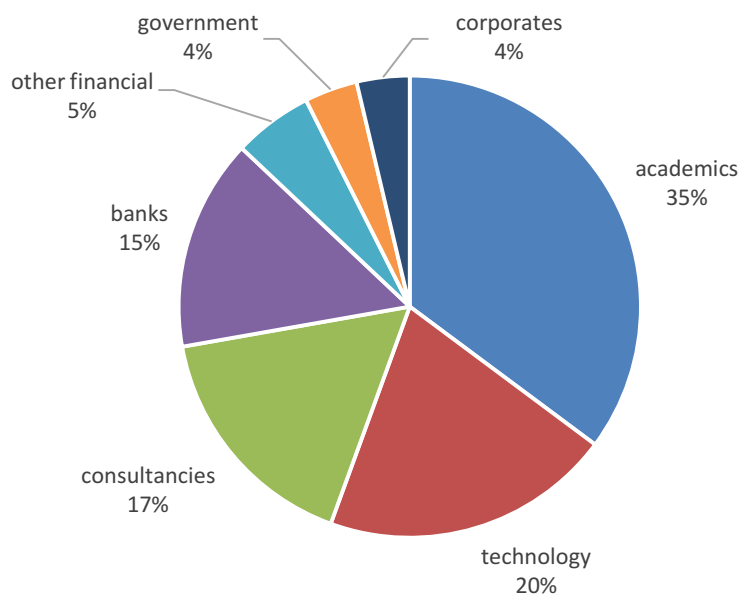
### Executive Summary

2017 was the second year of iSCF, but the first under an SCF Community banner and the first in which Aداugeo Media has been involved. Total revenues were €10,406 and the event sustained a loss of €12,461 after all costs were taken into account.

### Delegate Numbers and revenues

In total, 61 people attended the 2017 event. Of these, 24 were paying delegates with total net revenue (after deducting tax and service fees) of €4,406, giving a net delegate yield of €184.

Of the delegates present, the majority were from academic institutions (over one third), technology firms, consultancies and banks.



### Sponsorship

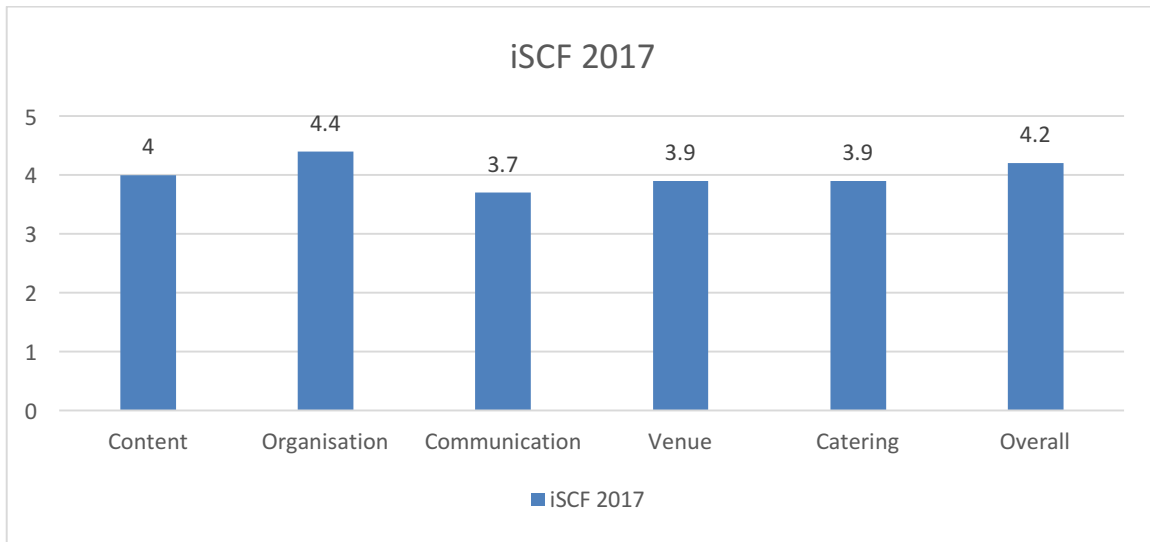
Sponsorship revenue for the 2017 event totalled €6,000, compared to zero in 2016. There were two sponsors.

	2017
Codix	€ 2,500
Crossinx	€ 3,500
<b>total</b>	<b>€ 6,000</b>

### Delegate Feedback

Delegates were asked to rate the event on a series of measures, choosing one of five options: excellent, good, average, poor or very poor.

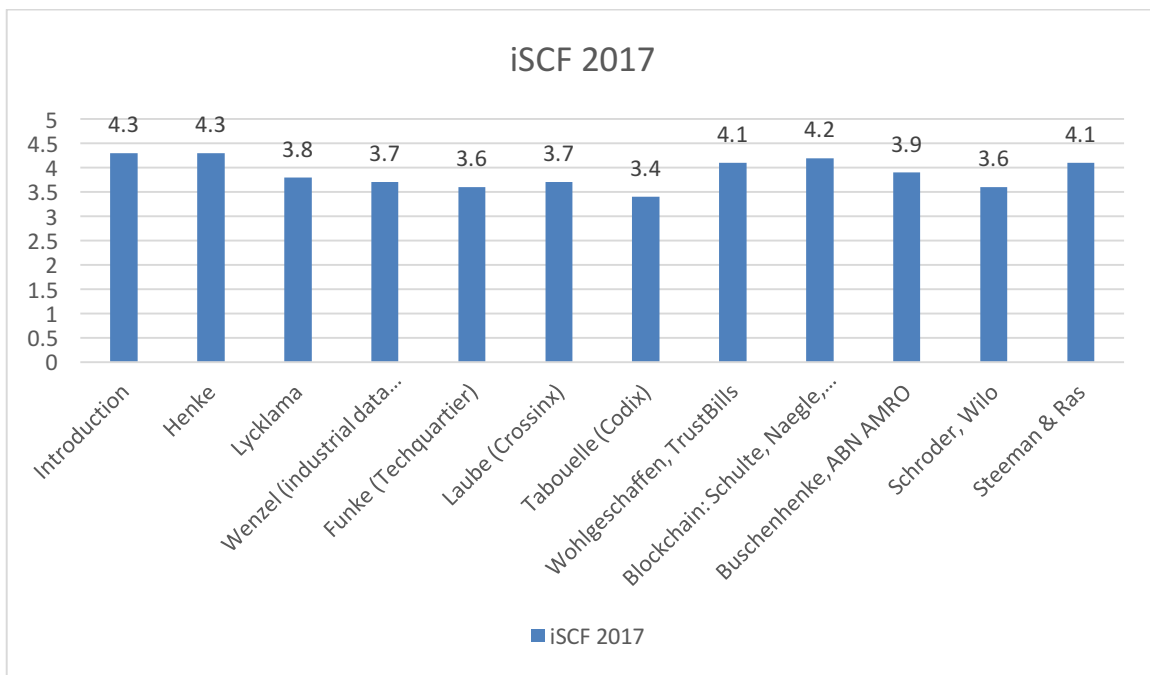
A total of 20 delegates responded, or 33%. The chart below shows averages where 5= Excellent and 1= Very poor. Overall the results were in the good/excellent zone, with communication the lowest and organisation the highest.



There were also some comments, including several about the difficulty of accessing the venue from Frankfurt Airport and Rail Station.

We also asked the *Net Promoter Score* question, ‘How likely is it that you would recommend iSCF Forum to a friend or colleague?’ (<http://www.netpromoter.com/why-net-promoter/know/>). This yielded a NPS of **32**. This compares to a score of 48 for the SCF Forum in Amsterdam in 2016.

Finally, we asked about individual sessions. While no session averaged less than a 3 (Average), the scores were mixed, with some sessions notably less popular than others. The highest rated were the introductions from Steeman and Henke, followed by Trustbills, Blockchain(Unconference I) and the closing workshop with Steeman/Ras.



In comments, one respondent went into some detail about his view that 'there was no central scope' and that it was not clear whether this was a conference about blockchain, about technology, or about SCF.

### **Sponsor Feedback**

Both sponsors felt there needed to be more potential clients in the room for the event to work for them commercially. Codix has said it will not return next year.

### **Conclusions**

The 2017 event appeared to be well received on the day; attendees generally stayed into the afternoon and feedback was mostly positive. However, it appears to have lacked focus and, commercially, the sponsorship revenues achieved this year may not be repeatable next year.

Options to consider for the future:

- We need to decide what this event is designed to be. Is it an academic conference? An event for corporates?
- Commercial sponsorship sales will be difficult for next year with the current format. Delegate fees may be a better source of income – what do we need to do to grow those?
- Venue: A Great place once guests are inside, but hard to reach from transport hubs. Could we run a shuttle bus and/or improve signage?