



*“Partnering with INXPO in both virtual and hybrid events has helped us to continue to expand our audience globally as well as within our target audiences.”*

- Deborah Sexton, PCMA President and CEO

## Who is PCMA

PCMA is the multi-channel professional resource and premier educator for leaders in the meetings, conventions, events and trade show industries. PCMA provides nearly 6,500 members with a community of like-minded colleagues, innovative education and creative global solutions to enhance their professional development and their organization's face-to-face and virtual connections. Headquartered in Chicago, PCMA has 17 chapters throughout the United States, Canada and Mexico with members in more than 35 countries.

## Goals

- › **Host** an interactive experience that showcases PCMA's Brand, high level of education, and level of excitement and energy on site
- › **Convert** Hybrid attendees into face-to-face attendees and purchasers of products at future events
- › **Reach** out to new audiences and target markets while engaging with PCMA members who could not travel to Boston

## Approach

PCMA held its Convening Leaders Conference in Boston, Massachusetts partnering with INXPO to provide the virtual hybrid portion of its physical event. Using INXPO's **Online Event solution**, remote attendees not able to attend due to time and budget limitations were able to participate and interact with the conference presentations, sponsors, and other audience members from the convenience of their mobile device or computer in their home or office.

## Results

**17%**  
of the total audience of Convening Leaders participated online

**4,949**  
is the total number of both face-to-face and hybrid attendees that attended Convening Leaders

**34%**  
of hybrid attendees spent 10+ hours at the event

**65%**  
of hybrid attendees were non-members