2021-2022 Stats for Perkins Coie

NEWSLETTER VISIBILITY

The Breakfast Series events are advertised in our monthly “Connect” and “Upcoming Events” newsletters, which are sent to a listserv of over 12,700 people.

WEB IMPRESSIONS

The Breakfast Series webpage received over 4,210 pageviews during 2021-2022, averaging 350 pageviews per month. The Perkins Coie Series page was the 2nd most popular page on our website.

SOCIAL MEDIA

On Twitter, impressions averaged 5.8K per month during the course of the 2021-2022 Breakfast Series.

On LinkedIn, the CleanTech Alliance continues to have a strong local follower base in the Northwest.

ATTENDANCE

Over 280 people attended in-person and virtual Breakfast Series events during 2021-2022.

DIVERSE STAKEHOLDERS

More than 115 organizations participated in 2021-2022 Breakfast Series events, hailing from across industry, government, and academia. The caliber of speakers and participants continues to be a major draw for attendees.

2022-2023 SEASON GOALS

- Adjust programming format and cadence to meet the needs of a hybrid ‘post-pandemic’ audience.
- Present engaging speakers and topics on pressing issues.
- Deliver impactful networking opportunities for members and sponsors.
- Continue robust promotion of virtual options.
- Safe return to targeted in-person programming.

THANKS FOR SPONSORING!

The Perkins Coie Series is one of our longest running and most beloved events. We could not do it without your support!