



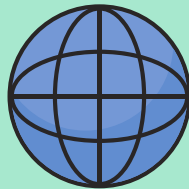
# CLEANTECH ALLIANCE BREAKFAST SERIES

SPONSORED BY PERKINS COIE

## 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.

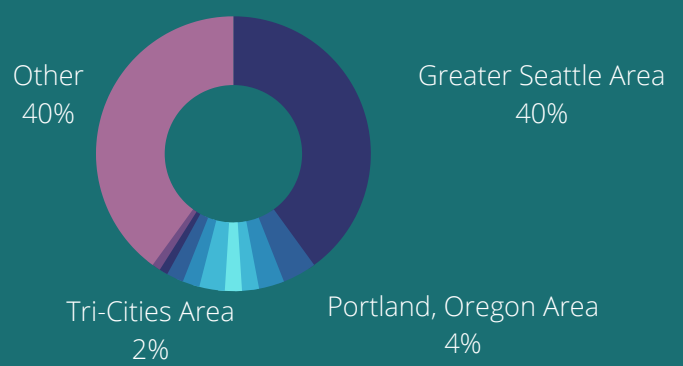
The Perkins Coie Series page was the 2nd most popular page on our website.

### 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!