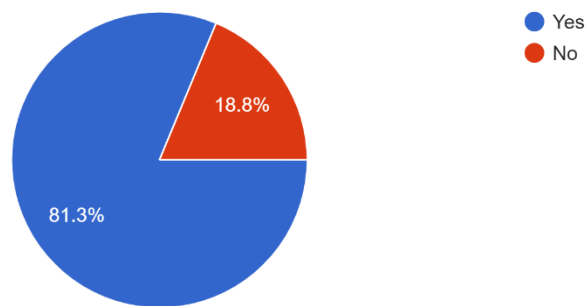


Analysis Report – ICT Summit Sponsor Feedback Survey

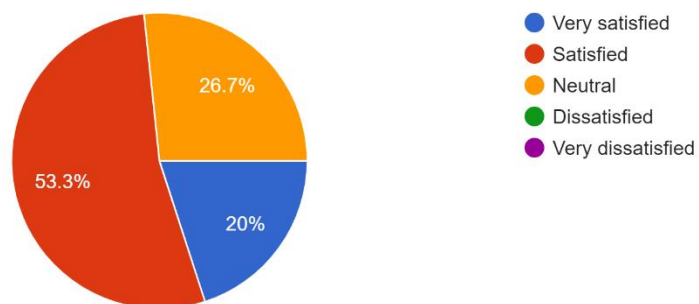
Did your institution attend the 7th National ICT Summit in 2023?

16 responses



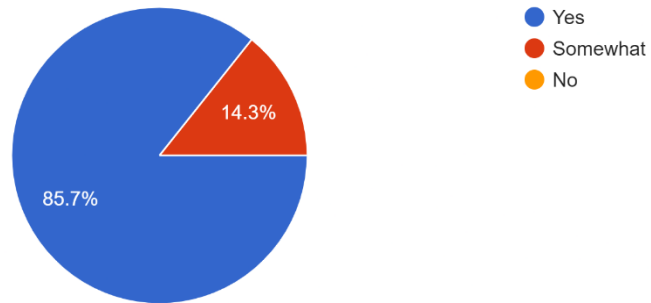
How satisfied were you with the overall organisation of the ICT Summit 2023?

15 responses



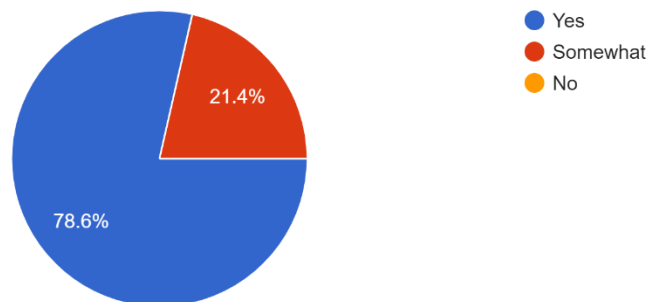
Did the presentations and discussions meet your expectations in terms of relevance and depth?

14 responses



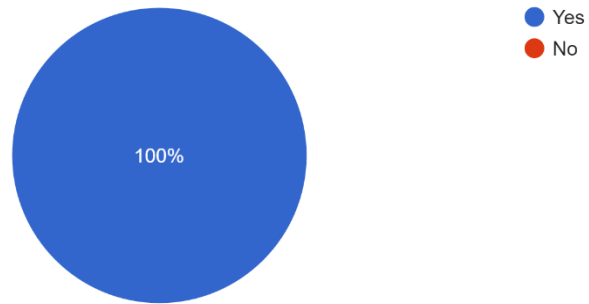
Did sponsoring the event meet your expectations in terms of visibility, networking and brand exposure?

14 responses



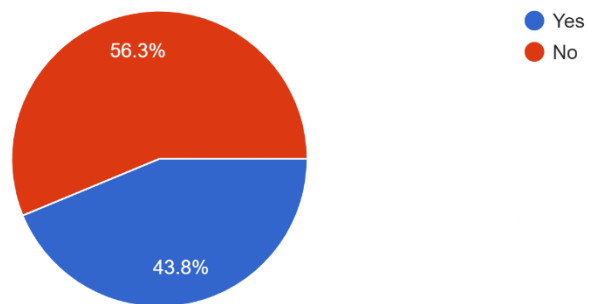
Based on your experience at the summit, would you consider sponsoring future events?

16 responses



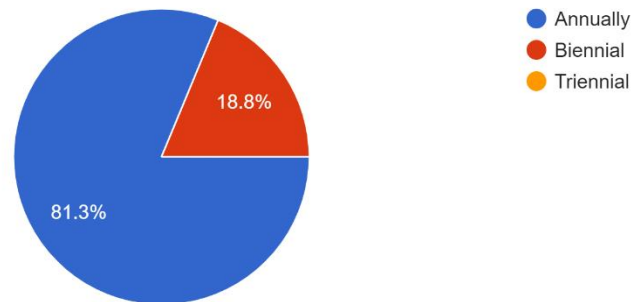
Would you like the ICT Summit to continue being hosted in Windhoek?

16 responses



How often would you prefer the summit to take place?

16 responses



Open-Ended Feedback:

What improvements would you suggest to enhance sponsor satisfaction at future events?

Selected the most actionable of the 16 responses

- Invite independent Speakers (e.g. Google CEO located in Nigeria); Competitions arranged amongst students/learners and the judging done during the duration of the ICT summit and announced at the Gala Event.
- That the children are briefed on why exhibitors are there and not only come for give-aways.
- Venue to be communicated in time and size of the stall provided in time for the exhibitors to prepare their stands in time.
- We would like to see the NATIONAL ICT SUMMIT move to all regions.
- Running video adverts of sponsors on screens during breaks
- Provide detailed reports on how their sponsorship contributed to the event's success, including metrics like attendee engagement, media impressions, and lead generation.
- More breakaway sessions

How can we improve to ensure greater sponsor participation in future Minister's breakfast meetings and gala dinners?

Selected the most actionable of the 11 responses

- I think the current activities are satisfactory. Continuous feedback and communication afterwards will always help.
- All companies want to have a direct line with the Hon Minister - arrange sessions where information can be shared but only with Platinum sponsors. Events in the past were done differently. One year a show was held with the management of the Warehouse where newcomers to the music industry were invited and displayed their genres. In addition, one year we put up a play in conjunction with NTN, and so on. These events made the ICT Summit something to look forward to.
- Add more excitement
- Calendar bookings for reminders
- More exposure to sponsors.
- Maintain regular contact with sponsors throughout the year, not just around event times. This helps build long-term relationships and keeps your events top-of-mind.
- Extend invitations to corporates beyond the ICT sector, such as mines, who rely on ICT services

Can you please outline/comment on the return on investment in terms of your sponsorship? Did you yield a satisfactory return on sponsorship?

Selected the most actionable of the 12 responses

- We had the opportunity to engage with a larger audience in person, showcasing current and upcoming technology.
- NOT at all. Participations is about supporting the Ministry. there was no official networking done, the gala event equals that of a dinner with entertainment. There is no difference between a platinum sponsor and the rest. The allocation of stands in respect of sizes were poorly done.
- None so far (1 Sponsor)
- No comment (5 Sponsors)
- **Four more responses indicated that they have had a return on investment but with no further elaboration.**