

2023 EVENT OBJECTIVES



CONNECT
Driving Success for the SAP Community



Growth

- 1,100 attendees onsite
- 55% of attendees made up of customers
- 400 paid delegates
- Generate £1,055,000k in partner sales (exhibition and sponsorship)



Health

- Maintain budget breakeven
- A total of at least 73 exhibition stands must be filled
- Increase SUGFest attendance to 600 guests or more
- Implement an initiative to reduce the carbon footprint of the event by 5%
- Increase delegates completing session survey through the app to 50% (avge 10)
- Increase delegate survey completions to 60%
- The number of member orgs attending to be above 30% of the total number of member organisations



Quality

- NPS score >50 for the question "Would you recommend attending UKISUG Connect?"
- 75% of Exhibitors are either Definitely or Highly Likely to attend again
- Increase response rate of registration questions to 85%
- Obtain 4.5-star rating for breakout sessions and 4-star rating for keynotes
- Be shortlisted for an industry award based on conference
- 35% of sessions to be presented by customer speakers



Development

- Create strategy to reduce carbon footprint by a further 15% over 5 years
- Tender for conference venue 2026 - 2028
- Tender for event management partner 2025 - 2027