FRIDAY 11 NOVEMBER
Presented by RDA Brisbane
2015 CLICK! Digital Expo Results Snapshot

The 3rd CLICK! Digital Expo was staged in 2015 and organised by Regional Development Australia (RDA) Brisbane and held on Wednesday 4th November at the Brisbane Convention and Exhibition Centre, South Bank.

- **933 registrations** were received for the 2015 Expo with approximately **800 people attending** on the day.
- There were **44 exhibitors** at the Expo and **16 digital start-up companies** were invited to exhibit free of charge (via Startup Queensland grants)
- A total of **24 seminar and Q&A panel sessions** were conducted
- Side events held in conjunction with the Expo were five exclusive seminars conducted by the Queensland Digital Economy Business Collaboration Group and a Preview of the Manufacturing Toolbox.
- The target audience for the CLICK! Digital Expo was **SMEs, NFPs and Start-Ups**.
- Types of NFPs targeted included Chambers of Commerce, business and industry associations, community service providers, and education and training organisations.
- The primary focus was on attracting prospective attendees from within the Brisbane Local Government Area and broader South East Queensland (SEQ) area, for which RDA Brisbane’s extensive networks along with CCIQ were utilised to broaden the reach to these enterprises.
Attendee Profile

The following **demographical attendee data** was collected and analysed from the 2015 Expo registration process and includes, where available, comparative data from the 2012 and 2014 CLICK! Digital Expos.

![Enterprise Type Chart](chart.png)
Attendee Profile

Size of organisations represented

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nil</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>6-10</td>
<td>30%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>11-50</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>51-100</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>100+</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>NA</td>
<td>10%</td>
<td>5%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Attendee Profile

2015 Industry Representatives

- Accommodation, Cafes & Restaurants
- Administration
- Agriculture, Forestry & Fishing
- Communications Services
- Community Development, Cultural & Recreational Sporting Services
- Construction & Architecture
- Consulting
- Disability, Employment and Family Support
- Education & Training
- Finance & Insurance
- Health & Community Service
- IT
- Legal
- Manufacturing
- Marketing
- Other
- Personal & Other Services
- Property/Real Estate
- Retail Trade
- Trade Services
- Wholesale Trade

Number of Representatives
Digital Readiness of Registrants

The registration process involved a series of questions to gauge current digital knowledge and engagement levels for 863 registrants (70 attendees registered on the day and did not complete registration questions). Comparative data from the inaugural CLICK! Digital Expo held on 12 November 2012 (involving some 650 registrants) and the CLICK! Digital Expo held on 13-14 March 2014 (1100 registrants) is also included.

Breakdown of number of attendees based on knowledge Level
Digital Readiness of Registrants

The following graphs represent comparisons between the digital knowledge level of 2012, 2014 and the 2015 registrants in a number of different categories. The questions in 2015 were structured the same as 2014:

**Internet**

- **A** - My business / employer does not use the internet for business activities.
- **B** - I/we utilise the internet for basic daily business activities such as emails and other online activities.
- **C** - I/we rely on the internet for all or most activities such as eCommerce, interaction with clients and accounting software.

**Website**

- **A** - I/we do not have a website.
- **B** - I/we have a website but it is not well maintained and not well promoted.
- **C** - I/we have a website that is constantly maintained, monitored and promoted.
Digital Readiness of Registrants

Social Media

- A - I/we do not currently do business-related social media engagement.
- B - I/we have social media accounts but not used as a main marketing and/or client relations tool.
- C - I/we use social media as a main marketing and/or client relations tool and a social media strategy has been prepared and implemented.

Social Media 2014 & 2015 Notes:
The graph shows that there was a minimal shift between the 2 years comparison.

Cloud

- A - I/we find it difficult to understand what the cloud is and what it could mean for the business.
- B - I/we understand the cloud and the benefits but have not yet moved the business to the cloud.
- C - I/we use cloud-based services for many or all aspects of the business.
Digital Readiness of Registrants

Finacial Operations &
Online Transactions

A - I/we are not utilising online transaction technologies beyond Electric Funds Transfer.

B - I/we utilise online transaction technologies for sales but do not use digital technologies for business operations such as accounting software.

C - I/we utilise online sales transactions and financial technologies for sales and business operations.
Two additional questions were asked in 2014 and 2015 to reflect advances in both technology and activities undertaken in the Brisbane digital space – MOBILITY and DIGITAL STRATEGY as well as a new question in 2015.

**ONLINE MARKETING**

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>A - I/we do not currently utilise smart phone and/or other mobility devices (apart from phone calls, emails &amp; calendars) to conduct business remotely, ie away from home or office.</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>B - I/we use some smart phone and/or other mobility device applications to conduct business.</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>C - I/we are using smart phones and/or other mobile devices to conduct many aspects of business remotely (e.g customer sales, quotes, drawings, accounts).</td>
<td>40%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Digital Readiness of Registrants

Digital Strategy

- A - My business/employer does not have a digital strategy and I’m not sure where to start in preparing one.
- B - I/we have a digital strategy but are struggling with implementation.
- C - I/we have a completed digital strategy that has/is being implemented.
Digital Readiness of Registrants

Online Marketing (2015)
- New Question (no comparison)

2015

A - I/we do not use any online marketing strategies for our business.
B - I/we use some online marketing strategies for our business but do not review analytic information such as statistical results.
C - I/we use online marketing strategies that includes technical tools, sales and advertising and review all statistical results.
Marketing of the Event

Last year we recorded how the registrants heard about the Expo and shows the effectiveness of marketing strategies used.

How did you hear about CLICK!

- Other
- Word of Mouth/Referral
- Social Media
- Received a flyer at an event
- Quest newspaper advertisement/media story
- Other print or online media story
- Courier-Mail advertisement/media story
- CLICK website or other (non-news) website
- By email (newsletter or announcement)
Q. The objective of the CLICK! Digital Expo was to help you get advice and information on operating in an increasing digital world. Please give a score of 1 to 5 (1 being poor and 5 being outstanding) on the extent to which the expo helped you gain a better understanding or awareness of opportunities for you/your enterprise in each of the following areas.

- Social Media
- Online/Digital Marketing
- Cloud & Mobility
- Financial Operations & Online Transactions
- Innovative New Technologies
- Online Tools & Digital Strategy
- Opportunities for my enterprise right now
- Opportunities for my enterprise in the future
- Information in starting a business
Post Event Survey

Q. If you attended any of the seminar sessions and/or Q & A Panels - how do you rate their usefulness to you? Please give a score of 1 to 5 (1 being poor & 5 being outstanding).

Q. Please rate your overall satisfaction with the seminar topics and/or Q & A Panels presented. Please give a score of 1 to 5 (1 being poor & 5 being outstanding).
Post Event Survey

Q. How would you rate your overall experience in attending the CLICK! Digital Expo? Please give a score of 1 to 5 (1 being poor & 5 being outstanding)

Q. Do you plan to implement any changes to the way you conduct your role/run your business as a result of any new info?
2015 Testimonials

- Digital Technology is impacting all businesses; Brisbane CLICK! Digital Expo provides a one stop shop to get you up to speed and keep you abreast of changes.

- Click! was a fantastic day with loads of helpful information. I would highly recommend individuals / business attend next year.

- Click is well worth perusing for the future. The more momentum it gathers will see Click grow to be a leading forum for digital tech companies.

- Fantastic expo. I gained a lot of information on areas we could really improve on.

- The Q&A panel and the speakers were very informational and educational. I want to attend so that I keep up with new trends. Also it was nice to meet motivated people with the same interests.

- It was a great showcase of what is available to business and for those who are unsure of the opportunities out there this was just the right place to find out about them.

- Found success in all the right places at this year’s Click Digital Expo. Not only was I able to network with other like-minded digital savvy individuals, the floor was open to discuss trends, tech, and new platforms and tools that can support my current and future clients. I’ll be attending next year.

- Every Brisbane business should be coming to understand what the future holds for their business, either as opportunities or potentially as threats to the status quo.