



# MED-GOLD Final Showcase

Developing climate services for agriculture

29-30 March 2022



# MED-GOLD Final Showcase

Statistical  
Report



# Participants

## 240 Pre-accounts Registered

218 attendees

45 Speakers

27 Exhibitors

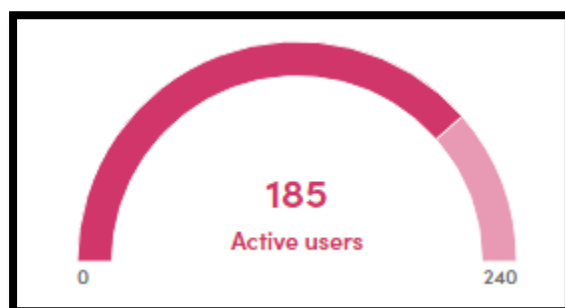
*Note: One person can belong to more than one group*

## 185 Accounts Registered

167 attendees

46 Speakers


26 Exhibitors



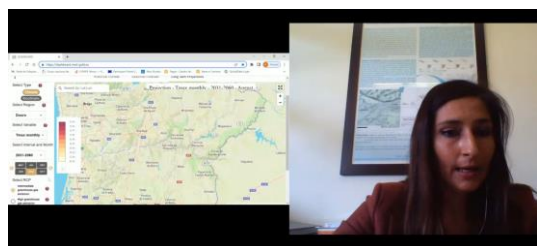
# Plenary

Sessions	Registered Attendees	Unique Viewers	Average Watching Durations
SESSION 1: Co-production: Leading the way in climate services	31	100	1h23min
SESSION 2: Towards useful and usable climate services	28	87	1h05min
SESSION 1: Adopting and using innovation tools in organisations	25	71	53min
SESSION 2: Talking Climate for Policymaking	24	63	44min
SESSION 3: The legacy of MED-GOLD: the European landscape and beyond	19	56	1h04min
SESSION 4: MED-GOLD Road To Business (format roundtable)	41	37	

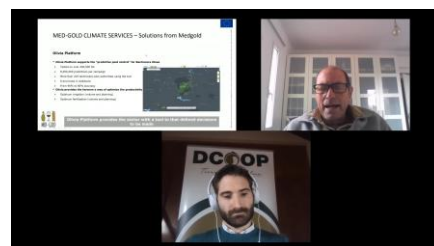
	title	start date	end date	type	session	region	internal id	external id	linked website	groups
1	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold001			attendees
2	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold002			attendees
3	Mesa redonda de innovación	3-29-21 9:00 AM	3-29-21 10:00 AM	Presento			10428520mmedgold003			attendees
4	Sesión sobre energía	3-29-21 9:00 AM	3-29-21 10:00 AM	Presento			10428520mmedgold004			speakers
5	Sesión sobre la gestión	3-29-21 9:00 AM	3-29-21 10:00 AM	Presento			10428520mmedgold005			speakers
6	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold006			attendees
7	Mesa redonda de innovación	3-29-21 9:00 AM	3-29-21 10:00 AM	Presento			10428520mmedgold007			speakers
8	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold008			attendees
9	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold009			attendees
10	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold010			attendees
11	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold011			attendees
12	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold012			attendees
13	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold013			attendees
14	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold014			attendees
15	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold015			attendees
16	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold016			attendees
17	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold017			attendees
18	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold018			attendees
19	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold019			attendees
20	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold020			attendees
21	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold021			attendees
22	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold022			attendees
23	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold023			attendees
24	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold024			attendees
25	Sesión sobre co-producción	3-29-21 10:00 AM	3-29-21 12:00 PM	Presento			10428520mmedgold025			attendees

  
*Click on the excel doc to open the specific viewer per session*

# Parallel Sessions



Room 1: Grape and wine sector  
**Attendees: 38**

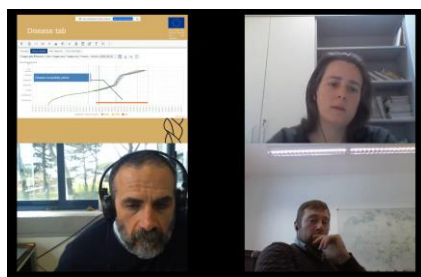


Room 2: Olive and olive oil sector  
**Attendees: 19**

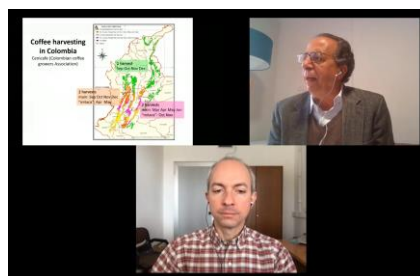
## 82 Total Participants

A screenshot of an Excel spreadsheet containing a list of participants. The columns include names, email addresses, and other contact information. The list is organized into several columns and rows.

*Click on the excel doc to open the specific viewer per roundtables*



Room 3: Durum wheat sector  
**Attendees: 12**



Room 4: Coffee and other agri-food sectors  
**Attendees: 13**

# Networking & Usage

**70** Contacts Made

**338** Total Messages Exchanged

**49** Total Discussions Created

**27** Clicks on MED-GOLD advertisement banner



## Total number of clicks on homepage:

DIGITAL GALLERY	PARTICIPANTS	AGENDA PDF	SHARE YOUR IDEAS	HELP DESK	AGENDA	SPEAKERS
6.4%	7.4%	1.1%	1.9%	0.9%	20.3%	7.8%
296 visits	340 visits	50 visits	85 visits	42 visits	930 visits	358 visits
MY EVENT	REPLICABILITY CORNER	PARALLEL SESSIONS	VIRTUAL BOOTHS	LIVE PLENARY	GUIDELINES SWAPCARD	
2.9%	5.2%	12.9%	8.9%	24.3%	0.2%	
131 visits	238 visits	591 visits	407 visits	1,114 visits	10 visits	

# Additional Stats

	Title	Start date	End date	Type	Location	Topics	Internal id	External id	Linked exhibitors	Groups
1	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
2	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
3	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
4	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
5	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
6	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
7	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
8	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
9	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
10	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
11	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
12	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
13	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
14	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
15	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
16	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
17	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
18	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
19	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
20	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
21	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
22	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees

**General metric**  
*Networking summary for attendees and exhibitors, active users and platform usage information*

	Title	Start date	End date	Type	Location	Topics	Internal id	External id	Linked exhibitors	Groups
1	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
2	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
3	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
4	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
5	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
6	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Speakers	attendees
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8	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
9	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
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13	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
14	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
15	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
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18	Mensaje de Bienvenida	3-20-21 9:45 AM	3-20-21 10:00 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
19	Sección sobre energía	3-20-21 9:30 AM	3-20-21 12:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
20	Sección sobre la gestión	3-20-21 9:30 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
21	Mensaje de Bienvenida	3-20-21 9:15 AM	3-20-21 9:30 AM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees
22	Sección sobre eventos en	3-20-21 10:00 AM	3-20-21 2:00 PM	Plenario			Urbano@plenario@mgm.com		Attendees	attendees

**Exhibitors' stats**  
List of people who have seen or bookmarked the exhibitors or their items, seen or clicked into their ads, or downloaded their documents.

# Home Click Stats

The screenshot shows an Excel spreadsheet with the following columns: Title, Start date, End date, Type, Location, Topics, Internal id, External id, Linked exhibitors, and Gruppo. The data consists of 20 rows of event-related information, including dates and times, and various identifiers.

Title	Start date	End date	Type	Location	Topics	Internal id	External id	Linked exhibitors	Gruppo
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	mgjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Speakers	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Speakers	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx

## Home ads

List of people who have seen or clicked on the advertisements of the event home

The screenshot shows an Excel spreadsheet with the same columns as the first table: Title, Start date, End date, Type, Location, Topics, Internal id, External id, Linked exhibitors, and Gruppo. The data consists of 20 rows of event-related information, including dates and times, and various identifiers.

Title	Start date	End date	Type	Location	Topics	Internal id	External id	Linked exhibitors	Gruppo
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	mgjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Speakers	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Speakers	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre la gestio	3-28-21 3:05 PM	3-28-21 3:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre eventos en	3-28-21 10:05 AM	3-28-21 2:40 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Message de Bienvenue	3-28-21 9:45 AM	3-28-21 10:45 AM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx
Session sobre energia	3-28-21 9:35 AM	3-28-21 12:15 PM	Plenario			Ukxhbnjgpmfthgndkx		Attendees	arjgkx

## Home sponsors

List of people who clicked on the sponsors of the event home.

# You Tube Stats

*Additional from Swapcard*



## MED-GOLD Final Showcase - Day 1

*Total viewers YouTube:* **144**

*Thumbnails Impressions on Youtube:* **1,159**

*Total watch time cumulated:* **19h**



## MED-GOLD Final Showcase - Day 2

*Total viewers YouTube:* **39**

*Thumbnails Impressions on Youtube:* **150**

*Total watch time cumulated :* **3h30min**