

**TRIBE**  
T A M P E R E

# 2024 SPRING EVENT REPORT

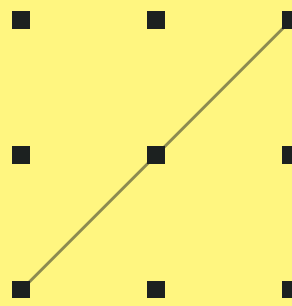
**PREPARED BY**

Tribe Data Team

**PRESENTED TO**

Tribe Ry

Aug 08, 2024



# Introduction

The Tribe Tampere Entrepreneurship Ecosystem is committed to fostering a diverse and inclusive environment for entrepreneurs. As part of our key objectives for 2024, i.e., increasing female participation in our community, our data team was tasked with collecting and analyzing data from participants at our events to gain insights that can guide our future initiatives.

This report summarizes the findings from our participation survey conducted during the spring of 2024.

The data presented here will be instrumental in informing our decision-making process, helping us to design events that are more inclusive and appealing to a broader audience, particularly women.

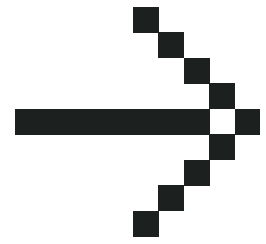
## OBJECTIVES

**ASSESS WHAT TYPE OF EVENTS ARE PARTICIPANTS ARE MORE INTERESTED IN**

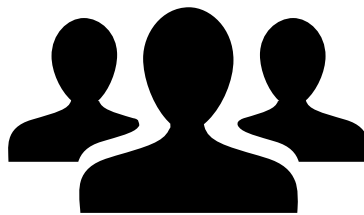
**ASSESS GENDER GAPS IN EVENT PARTICIPATION WITHIN THE ECOSYSTEM**

**ASSESS TOPICS OF INTEREST TO PARTICIPANTS**

# Spring 2024 at a Glance



TOTAL  
PARTICIPANTS



15

## OVERVIEW

33.3% of first-time  
participants



80%

male participation  
in the survey



20%

female  
participation in the  
survey



66.6%

active  
members of  
the community

# Results

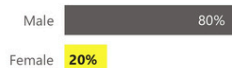
## TRIBE EVENTS PARTICIPATION SURVEY REPORT FOR SPRING 2024

### OVERVIEW

Total Response

15

Gender Distribution of Respondents



Gender

Female

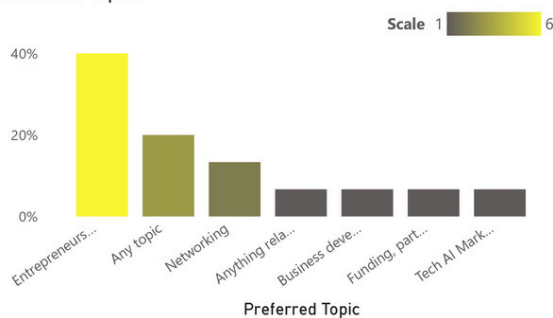
Male

Select Month

June

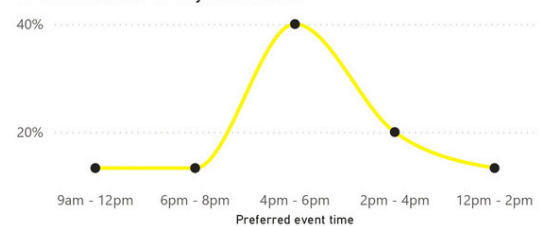
May

Preferred Topics

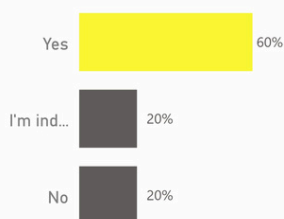


Scale 1 6

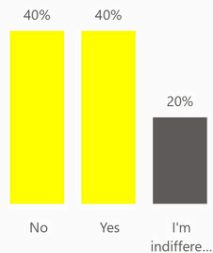
Preferred time of day for events



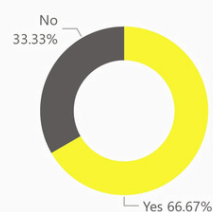
Relevance of Event Ads



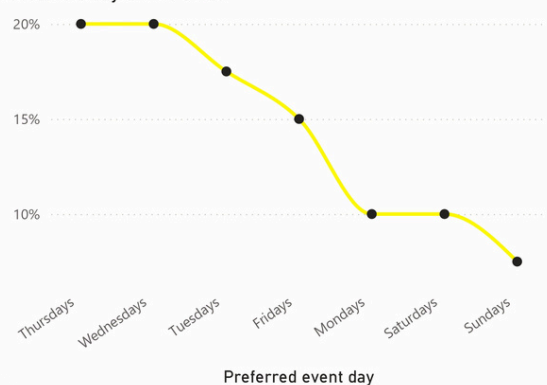
Opinion towards Gender Specific Events



Have you attended any events organized by Tribe



Preferred day of the week



# TRIBE EVENTS PARTICIPATION SURVEY REPORT FOR SPRING 2024

Total Response

15

Gender



Male



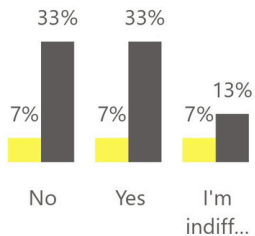
Female

Event month

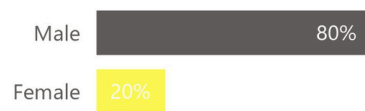
June

May

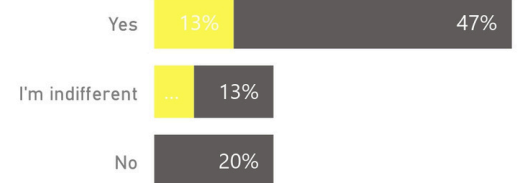
## Preference of Gender Specific Events



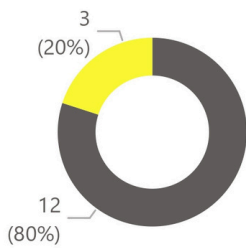
## Gender Distribution of Respondents



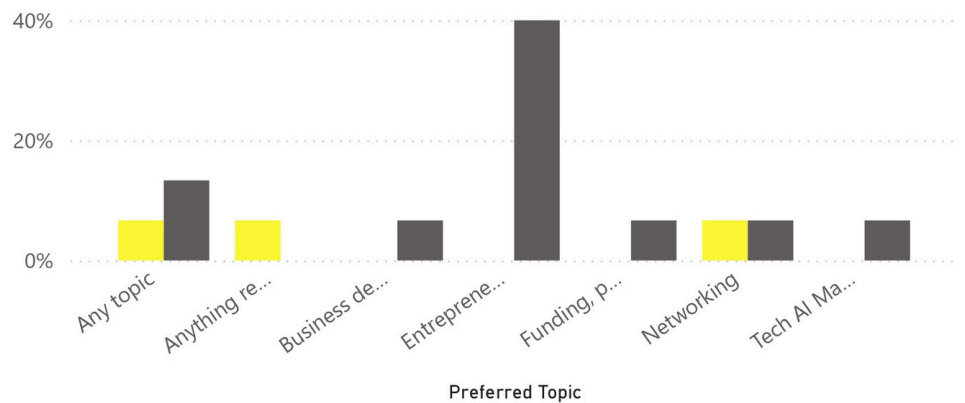
## Relevance of Event Ads



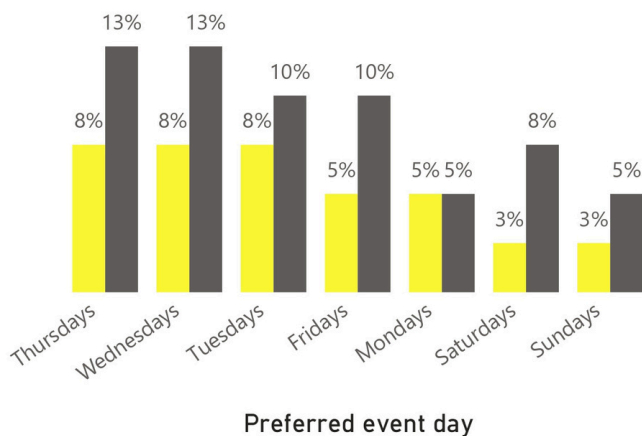
## Have you attended any events organized by Tribe



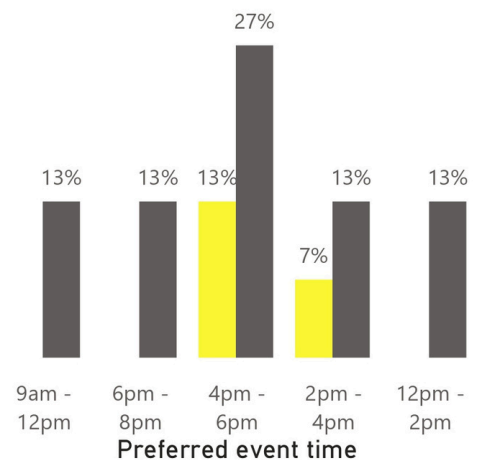
## Preferred Topic



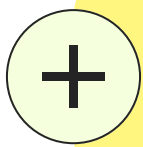
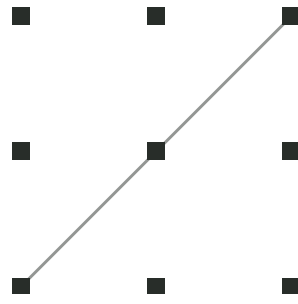
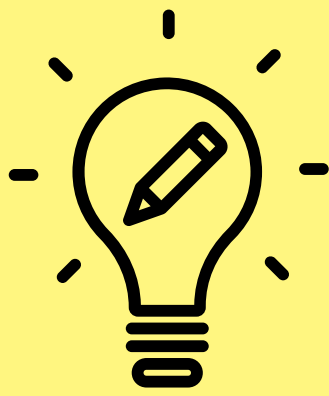
## Preferred day of the week



## Preferred time of day for events

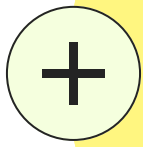


# Key Findings



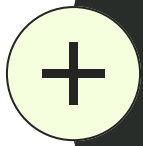
**40%**

The survey revealed diverse interests in event topics, with the most preferred being Entrepreneurship



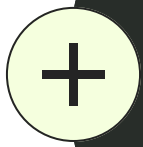
**33%**

33% agreed to prefer gender-specific events, another 33% had contrary opinions, while the rest remained indifferent



**40%**

Thursday and Wednesday emerged as the most preferred day for attending events. each having votes of 20% respectively



**39%**

Hours between 4 PM - 6 PM appears to be the most favored time slot for events. indicates a high preference for events at the end of the working day.

# Recommendations



Based on the data collected, the following recommendations are proposed to enhance female participation and overall engagement:.

## **Targeted Outreach:**

Develop targeted marketing campaigns that resonate more with female entrepreneurs, addressing the topics and issues that are most relevant to them.

## **Event Scheduling:**

- Schedule more events on Thursdays, aligning with the preferred day of the week.
- Consider hosting events in the late afternoon or morning to accommodate the preferred times of participants.
- Continuous Feedback Loop: Implement regular surveys to continuously gauge

participant preferences and make data-driven adjustments to future events.

## **Content Curation:**

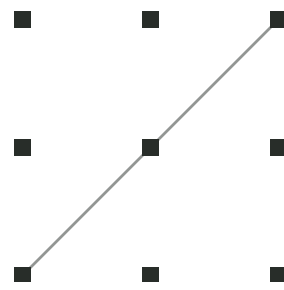
Curate content that appeals to the diverse interests of both male and female participants, with a focus on topics like business development, entrepreneurship, and technology.

## **Inclusivity in Event Design:**

Consider the mixed feedback on gender-specific events and explore ways to make all events inclusive while addressing any specific needs or interests of different groups.



# Conclusion



This survey has provided valuable insights into the preferences and perceptions of our community members regarding Tribe Tampere's events. The data underscores the need for targeted efforts to balance gender representation and enhance the relevance of our programming. By acting on these insights, we can create a more inclusive and engaging environment for all entrepreneurs in our ecosystem.