

TRIBE
T A M P E R E

2024 SPRING EVENT REPORT

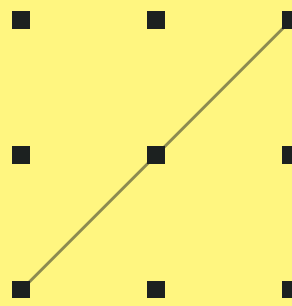
PREPARED BY

Tribe Data Team

PRESENTED TO

Tribe Ry

Aug 13, 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.

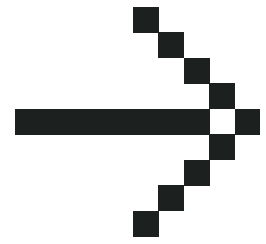
OBJECTIVES

ASSESS WHAT TYPE OF EVENTS ARE PARTICIPANTS ARE MORE INTERESTED IN

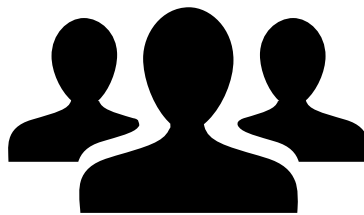
ASSESS GENDER GAPS IN EVENT PARTICIPATION WITHIN THE ECOSYSTEM

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

Gender

Female

Male

Select Month

June

May

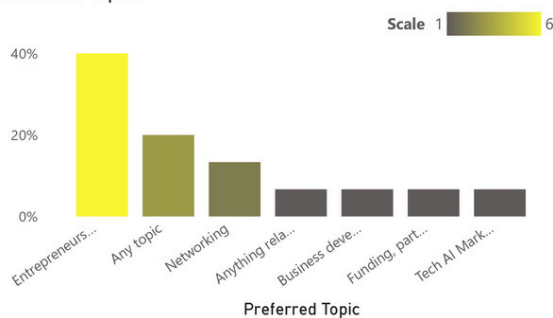
Total Response

15

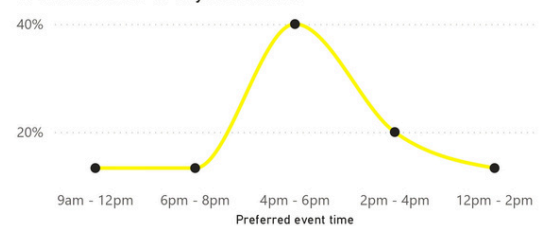
Gender Distribution of Respondents



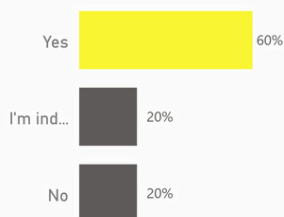
Preferred Topics



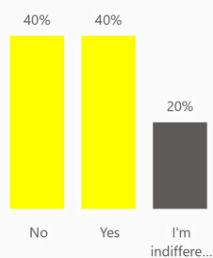
Preferred time of day for events



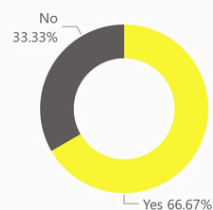
Relevance of Event Ads



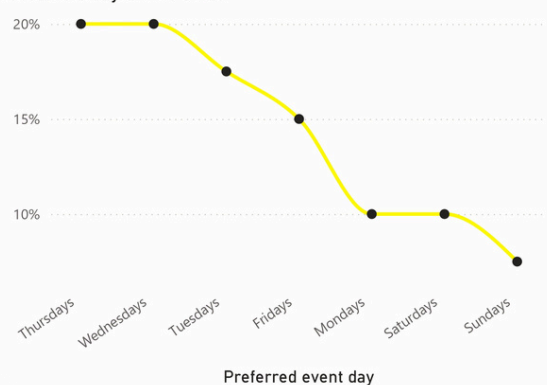
Opinion towards Gender Specific Events



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



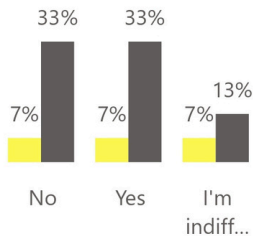
Female

Event month

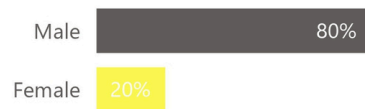
June

May

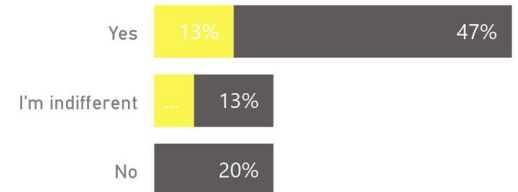
Preference of Gender Specific Events



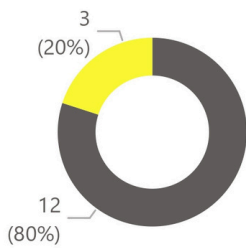
Gender Distribution of Respondents



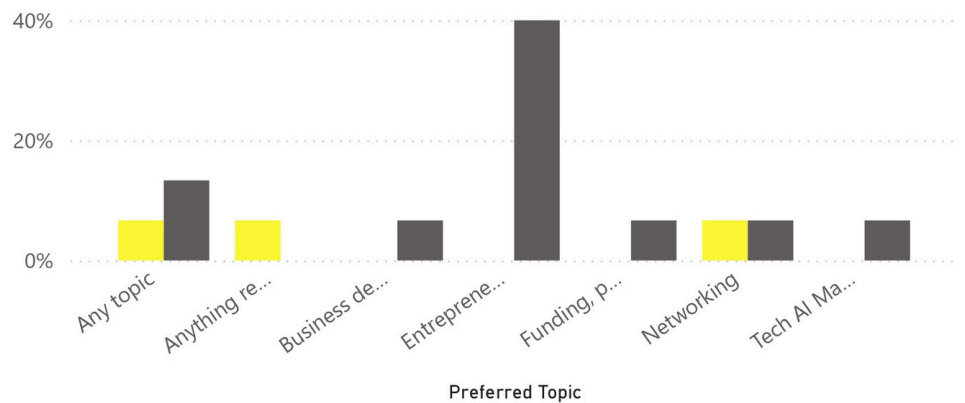
Relevance of Event Ads



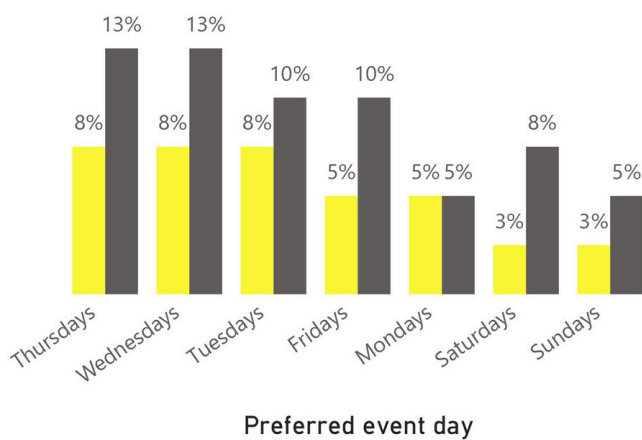
Have you attended any events organized by Tribe



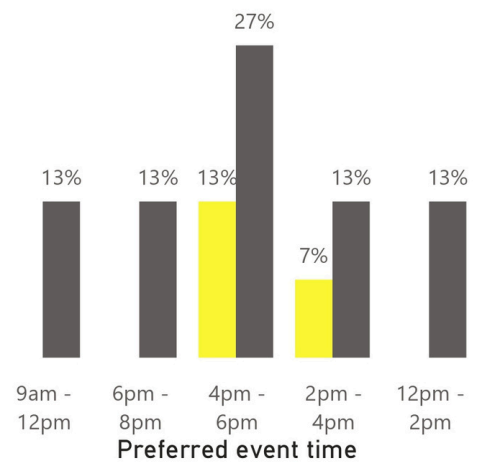
Preferred Topic



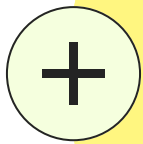
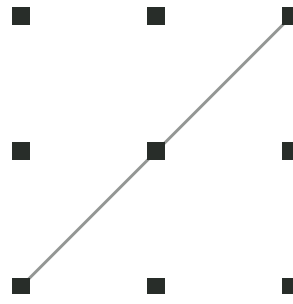
Preferred day of the week



Preferred time of day for events

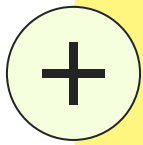


Key Findings



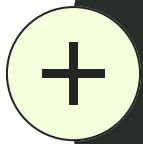
40%

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



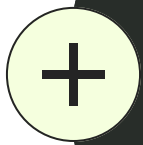
40%

40% agreed to prefer gender-specific events, another 40% had contrary opinions, while the rest remained indifferent



40%

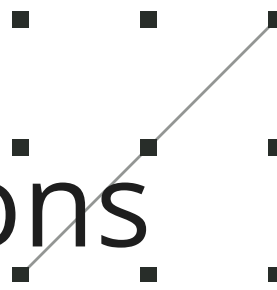
Thursday and Wednesday emerged as the most preferred day for attending events. each having votes of 20% respectively



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.

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.

Event Scheduling:

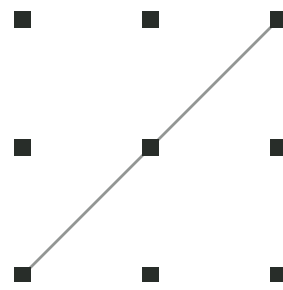
- Schedule more events on Thursdays, aligning with the preferred day of the week.
- Consider hosting events in the late afternoon or morning to accommodate the preferred times of participants.
- Continuous Feedback Loop: Implement regular surveys to continuously gauge

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.