

## EVENTS

**15** business events

**9** network/SIG meet ups

### Highlights:

- Suffolk Sustainability and Innovation Summit
- Women in Enterprise Speaker Series, Lena Benjamin
- Out of Hours with Peter Cochrane, Thermodynamics and Systems
- Sustainable Charity Growth event with Lloyds Bank



## SOCIAL MEDIA



IWIC Twitter following grown to **717**  
(up from less than 650 at start of year)



Twitter impressions:  
Jan **19.5K**/Feb **31.7K**/March **48.2K**



LinkedIn  
**89** up from 60



Facebook (new)  
**14** followers

Digital marketing activity to focus on  
LinkedIn and Facebook



## COMMUNITY DEVELOPMENT AND INITIATIVES

- New full-time co-working desks introduced
- New hot-desks and seating designed and ordered
- New secure WiFi service specified and ordered



**IWIC**  
Ipswich Waterfront  
Innovation Centre

## FOOTFALL

- Student numbers (teaching):  
**2869** Students taught in the  
Atrium during Jan–March 2018
- Business footfall:  
over **800** for the full quarter  
(Up from 285 in the previous  
quarter)

## MEMBERSHIP AND NETWORK

- IWIC hot-desk membership **18**  
6 new members joined during the quarter  
+ 1 returning member  
  
Aggregate membership since opening 34  
3 Exits in Q1  
Aggregate exits 19  
  
Membership enquiries pending 2
- IWIN Members – over **270**  
79 transferred to Meetup  
(GDPR compliant)



## STAFF AND STUDENT ENTERPRISE

- **4** NewCo's incorporated by IWIC members  
and students since IWIC opened

No new member/staff or student NewCos in Q1 2018

