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Factors Affecting Attendance at a Global Entrepreneurial Event: A Statistical Analysis of Data Collected Through Online Registration System

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Abstract

The purpose of this study is to understand the impact of characteristics of registrants on the probability of attending to Global Entrepreneurship Week Event that intends to build networks, promote connections between entrepreneurs, academicians, investors, and policymakers. Despite the popularity of entrepreneurial activities and their positive impact on economic growth and development, there is not much emphasis on the factors that affect the likelihood of attending an international entrepreneurial event that fosters connections, helps new companies launch and existing companies' scale. The data collected through an online registration system indicates that early registration, attending the event first time, and working for a startup, small business, or entrepreneurial venture decrease the likelihood of attending the event, whereas prior attendance to a similar event increases the probability of attending the current event. Our results indicate that residing outside the United States is not a significant factor among the registrants who work for a startup, startup, small business, or entrepreneurial venture.

Keywords: Global Entrepreneurial Activity, Entrepreneurship, Networking, Economic Growth, K-Means Clustering, Hierarchical Regression

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INTRODUCTION

The purpose of this study is to understand the impact of characteristics of registrants on the probability of attending a Global Entrepreneurship Week (GEW) event that intends to build networks, promote connections between entrepreneurs, academicians, investors, and policymakers. The event is held annually in November across the world and is supported by the Global Entrepreneurship Network (GEN) but locally developed and hosted as an event under this larger umbrella organization. Equally as important are GEW's efforts to engage the broader community and help educate them on what entrepreneurs are doing and how enormously they impact our economy and society. From this event, it is hoped that GEW encourages the unleashing of people's ideas and facilitates the next step in their entrepreneurial journey. Understanding certain aspects are a factor of nature and we explore how to exploit those factors through an event that nurtures more activity in our local economy.

Questions we seek to address in this paper are paramount to informing entrepreneurial events and the importance of using registration and participation data to inform the impact of the event. Additionally, we posit this information is critical in addressing target audiences of the event to ensure it is inclusive in its program, reputation, and marketing efforts to solicit registration to the event and attendance after registration.

For purposes of this discussion, we define an entrepreneur, as influenced by Schumpeter (1934; 1942), as the process of introducing a new product, service or technology to the market that does not already exist or attempts to disrupt the current market as it is currently experienced. This includes a "pursuit of opportunity beyond resources controlled" as stated by the godfather of entrepreneurship at Harvard Business School, Professor Howard Stevenson (Eisenmann, 2013).

Entrepreneurs thus come from many different physical and cognitive backgrounds and take this path for various reasons. Literature was reviewed to better understand the process of hosting an entrepreneurial event and the likelihood of attending an event to improve entrepreneurial success. The first stream is centered on the demographics of entrepreneurs in the United States which is the location of the event presented in the paper. Secondly, we know the importance of these events as it relates to needs of the entrepreneur for business success.

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Schilling (2019) presents the traits of entrepreneurs and notes the need to have access to resources. An entrepreneur needs access to capital, innovation resources, education, and generally, a supportive environment that values entrepreneurs. We see this as a critical aspect of entrepreneurs and their ability to succeed. This is not to say that entrepreneurs are not found in areas where support is not significant or developed, but rather that success is greater in those areas where the environment for entrepreneurs is sophisticated and continuously developing. There are many other factors that contribute to registration to the event and subsequently attending the event. The conversion rate of registration to participating in the event is notably a challenge for event organizers. To date, research has been conducted by Dr. Robert Cialdini on the psychological ways to increase event registration. While this is very important information, it fails to address the attendee profile and time of registration.

We understand that some entrepreneurs may attend a conference or event as a means to save a business from failure. This may come as a directive or possibly just encouragement from investors or other business partners. Noting this is Leonard Kim (2016) in his *Inc. d*iscussion in which he specifically states attending a conference could save your business. With upward of 30% of startups failing in the first 24 months, the answer may be found in attending these events. The goal of attendance is to gain valuable business knowledge, learn about possible resources to support the business and networking with other entrepreneurs who have been in the trenches at some point in the business journey.

Networking

We posit that access to resources is a very necessary component to success as an entrepreneur. The process of gaining access to resources comes in many forms. Looking at the best way to bridge aspiring entrepreneurs with resources available to them can be done through networks which can develop as a result of event attendance. Developing networks is critical to the success of an entrepreneur, again, so they can leverage these network resources in securing financial support, marketing/social media development, and gain knowledge about entrepreneurial processes. These processes learned may range from setting up the business model to learning how to assess the added value of the new business venture. Women entrepreneurs need networks to be able to be successful (Kumar, 2019). In addition to building networks for general knowledge sharing purposes, it is also beneficial in accessing financing.

Attending entrepreneurial events has numerous benefits as suggested to this point. In this paper, we first aim to understand the demographics of registrants and how various characteristics of registrants affect their attendance at the event. In the next section, we present the overview of the Global Entrepreneurship Week event in Fort Worth, Texas, from its inception to the time of this paper. Second, we cluster both attendees and non-attendees who work for a start-up, small business, or entrepreneurial venture to find similarities among data and group them into clusters that share similar characteristics. Next, we summarize the data and explain the methodology used in this paper. We then present the results of our empirical study. We conclude with a discussion and address the limitations of the study suggestions for further research.

Overview of GEW

The Global Entrepreneurship Network operates an array of programs in 180 countries aimed at making it easier for anyone, anywhere to start and scale a business. One such program or event is Global Entrepreneurship Week held each November as a way to catalyze the work being done every day into a central event globally. The week has grown and now boasts events held in 180 countries with 20,000 partners hosting over 40,000 activities that attract 10 million people (https://genglobal.org/gew).

On the local level, the Fort Worth GEW was reinvigorated in 2018 just 4 months prior to the November event. This became a grass roots effort led by two higher education institutions in the city and a large number of community volunteers. Serving as volunteers were members of the city economic development team, local entrepreneurs, non-profit organizations that serve entrepreneurs, and networking experts. The planning process took the form of a distributed model with a call being sent to request proposals for events, speakers, or workshops. The event proposals were reviewed by a committee formed from the volunteers and accepted proposals were notified to plan the event and communicate

with the organizing team. The use of Eventbrite created a central place for all events to be held and enable a registration process for each individual event planner. Universal language was sent to each event planner to add to the Eventbrite entry for the purpose of having the events populate together on the local event page of Eventbrite. The results of this grass roots effort and only a few months to plan were deemed very satisfactory with 17 events and over 1000 attendees.

Building on this inaugural event in 2018 was very important to the organizing team of volunteers. For the 2019 event, the group of volunteers began planning much earlier and developed systems and processes to formalize the event planning process. The distributed model was used again which put the onus of planning each individual event on the person proposing the event. During 2019, the event grew to 54 sessions with approximately 2200 people in attendance.

With proven success and financial support from local entrepreneurs, business owners, and corporate partners, we were able to take the next step into formalizing the event with event video and interviews to use for marketing purposes and future growth. This growth in future years includes financial support, event quality and quantity, and attendance. In order to achieve this, the organizing team presented to other key event planning groups in the Dallas-Fort Worth metroplex. The two educational entities forged a partnership with a local entrepreneurship organization to look toward a larger event impact on the local, regional, and national economy. With the news of guidelines in place as a result of the pandemic, the difficult decision was made to continue moving forward with the event and offer a fully virtual platform. The partnership among the three entities and collaboration and interest of many event proposals, the event was wildly successful. In 2020, the event consisted of 96 events of which 3 were networking sessions. Nearly 1600 people attended the event presented on the Hopin virtual platform. There were 46 countries represented at the event as attending or presenting and 28 states were represented from the United States.

DATA AND METHODOLOGY

Data used in this study was from the online registration system, Hopin, collected through the event's webpage. All prospective participants are required to fill out the registration form to purchase an event ticket. The registration form includes default information like names, addresses, and contact details of the registrants, the demographic information such as ethnicity and gender, the company/organization the prospective attendees work for, and the sector their company/organization belongs to[3]. The registration system also contains a question that measures whether the registrant attended a previous event or not. The date that the prospective participants registered and the data on their attendance are also retrieved through the online registration system.

The sample consists of 1,594 respondents. Table 1 summarizes their information collected through the online registration system. Participation measures both the frequency and percentage of registrants who attended the event in each group. The dataset consists of 706 males and 795 females. 71% of male and 74% of female registrants attended the event. The ages of registrants range from 18 to 55+. The registrants whose ages are between 45-54 have the lowest participation rate. Most of the respondents are White or Caucasian and this group has the highest participation rate. More than half of the respondents described their company or the organization as a startup, small business, or entrepreneurial venture. 69% of registrants in this group attended the event. The majority of registrants locates in the United States. 74% of respondents in this group attended the event as opposed to 62% of registrants residing outside the United States.

[3] The results presented in this paper are based on aggerated data collected through the registration form. All registrants' information kept confidential, and a random numerical ID was assigned to each registrant. None of the confidential information such as name, address and contact details of registrants are used in this research.

Table 1
Sample Characteristics of GEW Registrants *(N=1,594)*

		Registered (*Frequency*)	Participation (*Frequency*)	Participation (*Percent*)
Gender				
	Male	706	504	71%
	Female	795	590	74%
Age				
	18-24	129	106	82%
	25-34	353	262	74%
	35-44	390	281	72%
	45-54	296	210	71%
	55+	241	181	75%
Race				
	White/Caucasian	726	545	75%
	African American	289	208	72%
	Hispanic	236	173	73%
	Asian	138	93	67%
	Other	69	45	65%
Sector				
	Startup, Small Business, or Entrepreneurial Venture	833	573	69%
	School or University	226	176	78%
	Civic Organization or Nonprofit	198	155	78%
	Financial Institution or Investment firm	100	79	79%
	Other	234	174	74%
Location				
	United States	1439	1063	74%
	Other	154	95	62%

**Participation is the frequency or the percentage of registered people in each group who attended this year's event.*
***There are missing values, therefore the total number of people in each group may not be equal to the sample size.*

Table 2 summarizes the relation between past-participation and current participation. More than half of the registrants attended the event this year for the first time. 73% of respondents in this group attended this year's event. Their participation is the second-lowest among the groups who responded to the question "How you attended DSW or GEW before?". Almost 32% of respondents have attended at least one event in the past. 82% of registrants who attended both events in the past participated in the current event. A small portion of respondents attended GEW in another location and their participation is the highest among all groups. 72% of respondents who have attended DSW in the past also attended the current event whereas 74% of respondents who have attended GEW in Fort Worth, attended the current event.

Table 2
Have you attended DSW or GEW before? *(N=1,594)*

	Registered (*Frequency*)	**Participation (*Frequency*)**	**Participation (*Percent*)**
This is my first time at either event	939	685	73%
I have attended Dallas Startup Week (DSW)	257	186	72%
I have attended Global Entrepreneurship Week in Fort Worth	170	126	74%
I have attended Global Entrepreneurship Week in another location	21	18	86%
I have attended both GEW and DSW	57	47	82%

Participation is the frequency or the percentage of registered people in each group who attended this year's event. There are missing values, therefore the total number of people in each group may not be equal to the sample size.

We use two different techniques to analyze the registrants of the event. The first one is k-means clustering, the second one is hierarchical regression. Our goal of clustering is to segment attendees and non-attendees into smaller groups based on the data collected through the online registration system. We use hierarchical regression to test the relationship between attendance and information of registrants collected.

In k-means clustering, we subset the data first. The first subset includes registrants who attended the event and classify their company as a start-up, small business, and entrepreneurial venture, whereas the second subset includes registrants who classify their company the same as the first group but did not attend the event. We assign each observation to one of the k clusters in each group. Clusters are structured in a manner such that registrants assigned to the same cluster are as similar as possible. We normalize the numerical values using min-max normalization which subtracts the minimum value from the observation and divides the difference by the range. Therefore, each numerical value is rescaled to be between 0 and 1. The elbow method is used to determine the optimal number of clusters for each group. We run k-means clustering on the data in each group for k from 1 to 20, and we calculate within sum of squares (WSS) for each value of k. Then, we plot a line chart of the WSS for each value of k, choose the k where we start to have diminishing returns by increasing k.

In hierarchical regression, the dependent variable is attendance, and it takes the value 1 if the registrant attends the event, 0 otherwise. This binary dependent variable is estimated by blocks of control variables that are included in the regression hierarchically. First, demographic variables (age, gender, and race) are entered into the equation. Our focus is not to measure the impact of demographic variables on attendance, but demographic variables are controlled for unbiased results. The second block includes variables such as a location dummy (1 if the respondent is in the United States, 0 otherwise), a sector dummy (1 if the registrants work for a company that is described as a startup, small business, or entrepreneurial venture, 0 otherwise), the variable called days measures the number of days the respondents register before the event. Finally, the last block of variables entered into the equation consists of two dummies that measure past participation. The first dummy measures if the registrant attended a similar event before or not. The second dummy measures if the registrant attends both GEW and Dallas Startup Week before.

EMPIRICAL RESULTS

K-means clustering determines initial clusters by minimizing the dispersion within clusters, where the dispersion is defined as the sum of Euclidean distances of observations from their respective cluster centroids. By using the Elbow method, the number of optimal clusters is 8 for both groups.

Table 3

K-Means Cluster Analysis of Attendees

Clusters	Location	Days	Gender	White	African American	Hispanic	Past Attendance
1 *(N=54)*	0.94	10	0	1	0	0	1
2 *(N=49)*	0.82	6	0	0	0	0.45	0
3 *(N=110)*	0.93	8	1	1	0	0	0.45
4 *(N=21)*	0.81	10	1	0	0	0	0.43
5 *(N=76)*	0.86	6	0	1	0	0	0
6 *(N=36)*	0.94	7	1	0	0	1	0.33
7 *(N=118)*	0.97	6	0.69	0	1	0	0.37
8 *(N=19)*	0.89	8	0	0	0	0.42	1

The attendees who classify their company as a start-up, small business, or entrepreneurial venture are clustered. Location is 1 if the attendee resides in the United States, 0 otherwise. Past attendance is 1 if the attendee has participated in at least one of the previous GEW or DSW.

Table 3 shows the results of k-means clustering for the first group. This group consists of attendees who classify their workplace as a start-up, small business, or entrepreneurial venture. Based on these results, we can make the following observations about each of the eight clusters.

- All attendees in cluster 1 are white-males and attended at least one similar event in the past. They registered on average 10 days before the event.
- All attendees in cluster 2, are male, 45% of them are Hispanics, and the remaining are belonging to a race other than White, African American, or Hispanic. They have never attended a similar event and registered on average 6 days before the event.
- Cluster 3 is the second-largest cluster. It consists of only white females. Majority of the attendees' first time attending the event. On average 8 days before the event, they registered.
- Cluster 4 includes female attendees who belong to the "other" race category. Majority of the attendees' first time attending the event. They registered on average 10 days before the event.
- Cluster 5 includes white male, first time attendees. They registered on average 6 days before the event.
- All attendees in cluster 6 are Hispanic females. 33% of them attended at least one similar event in the past. They registered on average 7 days before the event.
- All attendees in cluster 7 are African Americans. The majority of the attendees are females, this is their first time attending the event. They registered on average 6 days before the event.
- All attendees in cluster 8 are males and have attended at least one similar event in the past. 42% of them are Hispanic, and they registered at least 8 days before the event.

Table 4

K-Means Cluster Analysis of Non-Attendees

Clusters	Location	Days	Gender	White	African American	Hispanic	Past Attendance
1 *(N=21)*	0.95	13	0	0	1	0	0.33
2 *(N=26)*	0.96	21	0	1	0	0	1
3 *(N=28)*	0.93	13	1	0	1	0	0
4 *(N=9)*	1.00	21	1	1	0	0	1
5 *(N=25)*	0.92	20	1	0	0.56	0.16	1
6 *(N=30)*	0.67	13	0	0	0	0.20	0.30
7 *(N=29)*	0.79	14	0	1	0	0	0
8 *(N=43)*	0.86	14	1	0.63	0	0.26	0

The registrants who classify their company as a start-up, small business, or entrepreneurial venture are clustered. Location is 1 if the attendee resides in the United States, 0 otherwise. Past attendance is 1 if the attendee has participated in at least one of the previous GEW or DSW.

The second group consists of registrants who work for a start-up, small business, or entrepreneurial venture, but they did not attend the event. Table 4 summarizes k-means clustering. The optimal number of *k* is 8 using the Elbow method. Based on these results, we can make the following observations for each of the eight clusters:

- All registrants in cluster 1 are African American-males and registered on average 13 days before the event. For most of them, this is their first time attending the event.
- All registrants in cluster 2 are White-males, have attended a similar event before, and they registered early (on average 21 days before the event).
- The third cluster consists of African American-female registrants, did not attend a similar event before and registered on average 13 days before the event.
- The fourth cluster is composed of White-female registrants who attended a previous event and registered early (on average 21 days before the event).
- The fifth cluster is composed of mostly African Americans and all of them are female registrants (no White-females) who attended a previous event and registered early (on average 20 days before the event).
- In cluster 6, all attendees are males, and this cluster is composed of races other than White and African Americans. 30% of them have attended a previous event and 67% of them reside in the United States.
- All attendees in cluster 7 are while males and have not attended a similar event previously. 79% of them reside in the United States and registered on average 14 days before the event.

- All attendees in cluster 8 are female and have not attended a similar event before. 63% of them are White and 26% of them are Hispanic. They registered on average 14 days before the event.

Table 5 summarizes the findings from the regression analysis of attendance to the program and the characteristics of registrants. Table 5 shows that the first block of demographic variables such as age, gender, and race does not account for a significant amount of variance in the probability of attending the event or not. Referring to race, a negative coefficient of the African American dummy in Model 2 and Model 3 implies being an African American has a negative relation with the probability of attending to the event, and this relationship is statistically insignificant. On the other hand, being Latinx or Hispanic increases the probability of attending the event in Model 1 and Model 3. With respect to age and gender, we do not find a significant relationship between age and the probability of attending the event.

Referring to the same table, we find out that the second block of variables – location, days after registration, sector - is highly significant. This second block of variables is accounted for 9.2% of the variance in the probability of attending to the event. Referring to the location, residing in the United States increases the probability of attending the event. The early registrants have a lower probability of attending the event than the late registrants. We expect to find out working for a startup, small business, or entrepreneurial venture would increase the likelihood of attending the event. Contrary to our expectations, the sector has a negative impact on the likelihood of attendance. The registrants working for a school or university, financial institution or investment firm, civic organization, or nonprofit and will more likely attend the event.

Table 5

The impact of Characteristics of Registrants on the Attendance

		Attended or Not					
		Model 1		**Model 2**		**Model 3**	
Intercept		0.67***	(0.04)	0.71*** (0.06)		0.71*** (0.06)	
Age		-0.001 (0.001)		-0.005 (0.001)		-0.001 (0.001)	
Gender		0.04	(0.03)	0.03 (0.02)		0.04	(0.02)
Race							
	White or Caucasian	0.07*	(0.04)	0.05	(0.04)	0.05 (0.04)	
	African American	0.02	(0.04)	-0.01 (0.04)		-0.01 (0.04)	
	Latinx or Hispanic	0.09**	(0.05)	0.07	(0.05)	0.07* (0.04)	
Location				0.13***	(0.04)	0.12***	(0.04)
Days After Registration				-0.01***	(0.001)	-0.01***	(0.001)
Sector				-0.07***	(0.02)	-0.07***	(0.02)

Have you attended DSW or GEW before?

Attended one event only			0.04 (0.03)
Attended both events			0.20*** (0.06)
Number of Observations	1,295	1,295	1,295
R^2	0.005	0.095	0.102
ΔR^2		0.092	0.008
F	2.220*	44.048***	5.851***

*Note: * p<0.1, ** p<0.05, *** p<0.01. List-wise deletion is used. Standardized betas are used. Model 1 is the model with only demographic variables, and Model 2 is the model with demographics, and other characteristics and Model 3 is the model with demographics, other characteristics, and whether the registrant attended a previous event or attended both events.*

The third block of variables measures the impact of prior participation on the probability of attending the current event. Table 4 shows that with the inclusion of the third block the change in R^2 is significant. Prior participation is accounted for 0.8 % of the variance in the probability of attending the current event. Prior attendance in the previous GEW or Dallas Startup Week is positively related to the probability of attending this year's GEW, but this relation is statistically insignificant. Prior attendance in both previous GEW and Dallas Startup Week has a significant positive impact and increases the likelihood of attending this year's GEW.

Many papers in the literature emphasize the importance of entrepreneurial activity on economic growth. Global Entrepreneurship Week intends to foster entrepreneurial activity not only locally but globally. Thus, we want to find out the factors that increase the likelihood of attendance among our target population – mainly entrepreneurs. To understand the determinants of the likelihood of participation among entrepreneurs, or among registrants working for a startup, small business, or entrepreneurial venture, we categorize the sample into two groups. The first group (Group 1) includes only registrants who work for a startup, small business, or entrepreneurial venture, and the second group (Group 2) includes registrants who work for a school or university, financial institution or investment firm, civic organization, or nonprofit and other.

Table 6 summarizes the results for both groups. The results in table 6 are similar to Table 5, except for the location. Among the entrepreneurs or entrepreneurial-minded people, location does not matter. Thus, the event reaches out not only to local entrepreneurs but also to entrepreneurs residing outside the United States. Prior experience or attendance to the event increases the probability of attending the current event among the first group. This result indicates that the event is successful at its intended goals and adds value to its target group. Early registration decreases the probability of attending the event in both groups. Being an African American has a negative but insignificant coefficient in the first group, whereas this coefficient is positive and not significant in the second group.

Table 6

The impact of Characteristics of Registrants on the Attendance by Sector

	Attended or Not			
	Group 1		**Group 2**	
Intercept	0.65***	(0.08)	0.71***	(0.08)
Age	0.001	(0.001)	-0.002	(0.001)
Gender	0.03	(0.03)	0.05	(0.03)
Race				
White or Caucasian	0.08	(0.05)	0.01	(0.05)

African American	-0.02	(0.06)	0.04	(0.07)
Latinx or Hispanic	0.10 (0.06)		0.03	(0.06)
Location	0.09 (0.06)		0.17**	(0.05)
Days After Registration	-0.02***	(0.002)	-0.01***	(0.001)
Have you attended DSW or GEW before?				
Attended one event only	0.05 (0.04)		0.03	(0.04)
Attended both events	0.18**	(0.09)	0.19**	(0.09)
Number of Observations	694		589	
R^2	0.15		0.07	

*Note: * p<0.1, ** p<0.05, *** p<0.01. List-wise deletion is used. Standardized betas are used. Group 1 includes registrants who work for a startup, small business, or entrepreneurial venture. Group 2 includes registrants who work for a school or university, financial institution or investment firm, civic organization or nonprofit, and others.*

CONCLUDING REMARKS

New small businesses are the major source of new job creation, thus entrepreneurship is important, as it improves productivity, increases economic activity and growth. The main goal of this paper is to investigate what factors affect the attendance of registrants to a global entrepreneurship event. This study shows that early registrants are less likely to attend the event. With regards to the sector, registrants who work for a start-up, small business, or entrepreneurial venture has less likely to participate. Locating in the United States increases the chances of attending, however, location does not seem to affect the participation among registrants who work for a start-up, small business, or entrepreneurial venture. Past attendances increase the probability of attending the current event. We do not find significant differences in attendance among different races or gender.

Using cluster analysis, we cluster attendees and non-attendees who work for a start-up, small business, or entrepreneurial venture. Clusters are formed in such a way that observations are similar to a group but dissimilar across groups. We find that on average the number of days passed after the registration is higher among non-attendees compared to the attendees. This finding supports our regression analysis as early registration decreases the probability of attending the event. The percentage of White or Hispanic attendees is higher than the percentage of White or Hispanic non-attendees, whereas the percentage of African American attendees is lower than the percentage of African American non-attendees.

Our results imply that organizations need to consider how to retain early registrants, as the likelihood of attendance is lower among early registrants. Besides, first-time registrants have a lower probability of attendance. Organizers should introduce engaging ways to promote the event to both the early registrants and registrants who attend the event first time. Although we do not find statistically significant differences in terms of attendance between races, the percentage of African American non-attendees is higher than the percentage of African American attendance. This result is also confirmed with the negative sign of the dummy variable that takes 1 for African Americans in the regression analysis. Cluster analysis also reveals that one of the clusters among non-attendees includes only African American female registrants who have never attended a similar event before. Organizers may include sessions or activities in the program that attracts the attention of African American entrepreneurs.

Two main limitations of this study promise further research. The first limitation is the limited observable characteristics of registrants in the dataset. For instance, we do not know whether registrants own a business before or running their own business when they registered for the event. The dataset allows us

to identify registrants who work for a start-up, small business, or entrepreneurial venture; however, we do not know how many of the registrants are entrepreneurs or are planning to be entrepreneur. Income and education level of registrants may provide valuable insight in understanding the behavior of registrants. Second, we do not know which sessions or days, the attendees attended the most. The detailed data for each session helps us to identify which sessions are helpful for entrepreneurs and it is also possible to find out what factors affect the attendance to the most popular sessions. Despite the limitations of our study, the negative and strong relation between registering early, past attendance to a similar event, sector and attendance indicates that there needs to be more statistical analysis of the factors affecting the attendance of a global entrepreneurship event. Fortunately, this analysis informs our goal of improving event ROI, improving the attendee experience and making better event decisions.

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