

GLOBAL ENTREPRENEURSHIP WEEK



#GEWFW2020 IMPACT



CELEBRATING FORT WORTH ENTREPRENEURSHIP IN 2020

GEW FORT WORTH 2020

2020 was a year like no other. In true entrepreneurial style, Global Entrepreneurship Week (GEW) Fort Worth pivoted and redefined our delivery approach by going fully virtual – and with great success. What didn't change was our dedication to providing world-class content to help entrepreneurs gain access to information and networks to launch and grow their companies.

Over the course of five days in November, nearly 1,600 attendees participated in 93 events, making Fort Worth the #1 GEW event in the USA! This virtual model enabled our event to welcome participants from 39 countries, and we conducted sessions in three languages. Over 50 local and international community organizers contributed resources to make it all happen.

GEW FORT WORTH IS GROWING

GEW Fort Worth was re-launched in 2018 as a way to inspire and help local entrepreneurs launch companies that bring new ideas to life, drive economic growth in our region and expand human welfare. In 2019 we expanded our impact and perfected our "distributed" model for event organization relying on local experts for events and content. This experience was a critical component to the success of 2020.

COMMUNITY EFFORT

We want to thank all of the sponsors, organizers, partners, and volunteers that made GEW Fort Worth 2020 a success. A special thank you to the Global Entrepreneurship Network (GEN) for providing a platform featuring over 180 countries, 40,000 events, and 10 million people. Fort Worth is honored to be part of this global initiative and proud to be the largest contributor to GEW USA.

GEW FORT WORTH 2021

It is too early to determine exactly what format GEW Fort Worth will take in 2021, but we can tell you that planning has already begun, and you can be sure that we will be innovative, engaging and fun. As always, we welcome involvement from you and your organization in the largest celebration of entrepreneurs in our area. We are always on the lookout for sponsors, speakers, collaborators and volunteers.

On behalf of the entire planning committee, we look forward to seeing you November 8 – 14, 2021.

Sincerely,



Amber Yourman
Community Organizer



Marco Johnson
Community Organizer

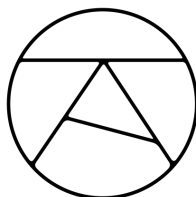


Meghan Wright
Community Organizer





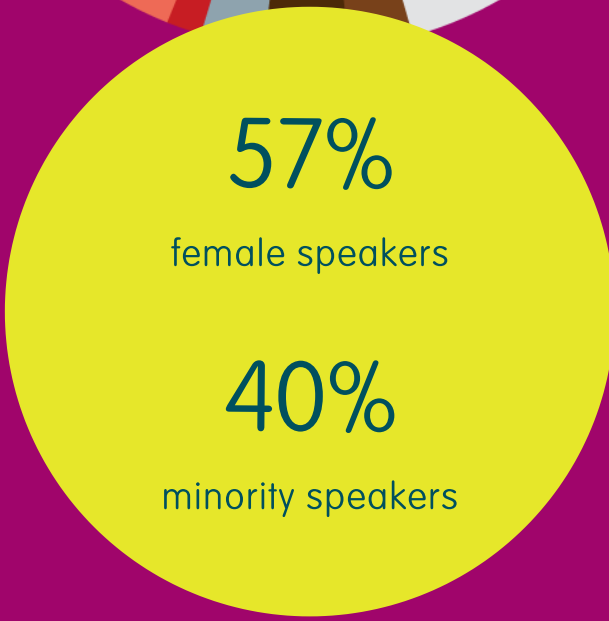
SPONSORS



ALTO

ORGANIZERS





SPEAKERS



ATTENDEE METRICS



1,593

total attendees



98%

participation in
events



6h 52s

average time spent in
events

ATTENDEES BY TYPE

67%
Entrepreneurs

23%
Community
Advocates

10%
Corporate
Advocates





5,775

total chat messages



56

total networking meetings

ATTENDEE DEMOGRAPHICS

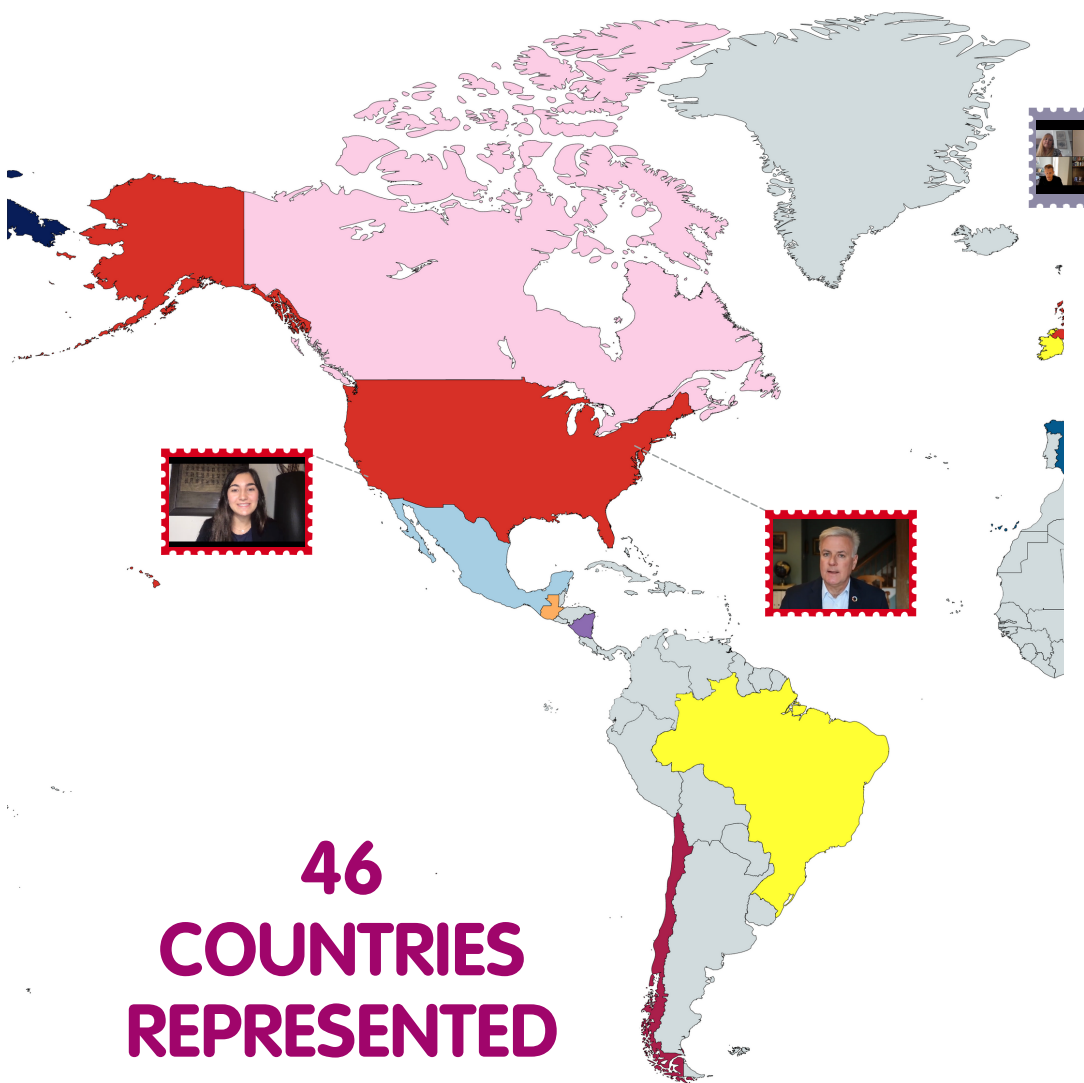
50%
Female

45%
Male

5%
Non-binary

View sessions from GEW FW 2020 at b.link/GEWFWYouTube

GLOBAL REACH FOR

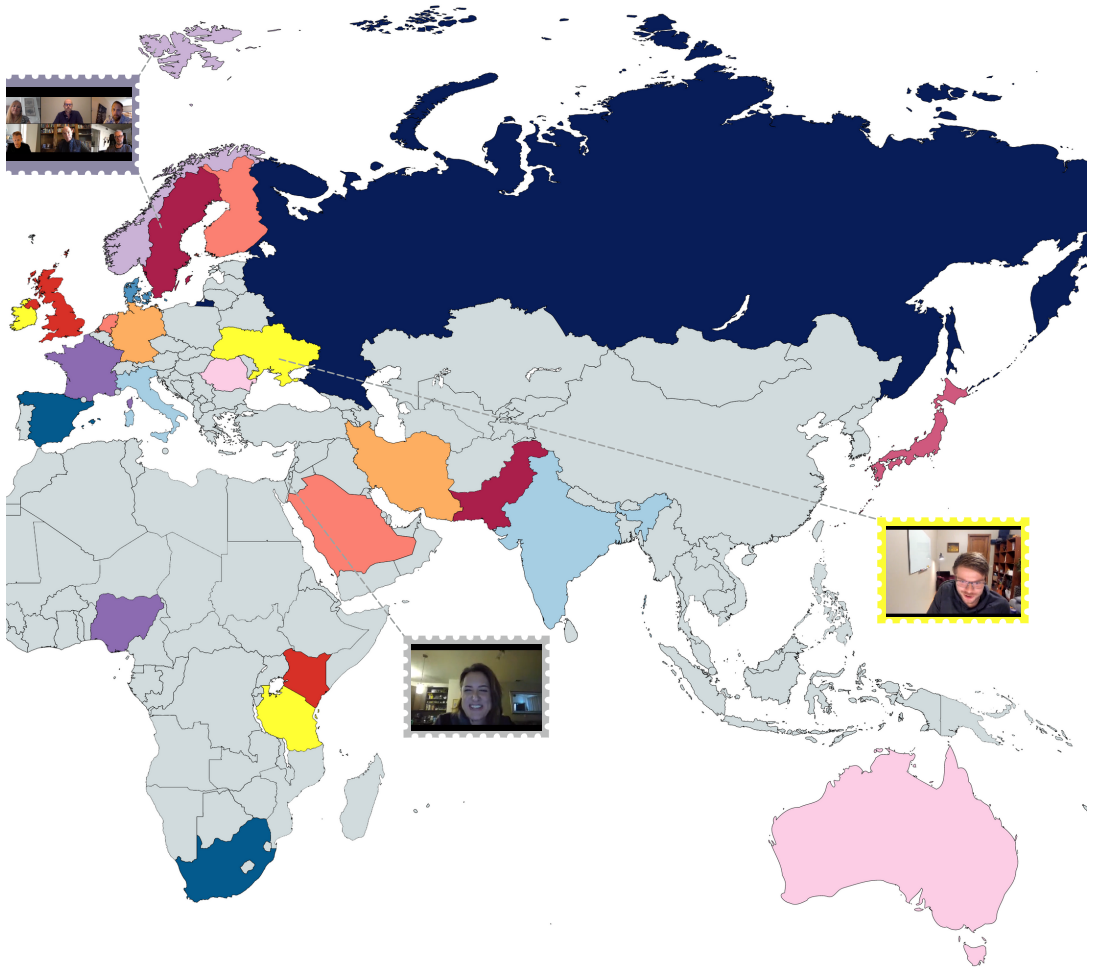


46
COUNTRIES
REPRESENTED

154
INTERNATIONAL
ATTENDEES



GEW FORT WORTH 2020



INTERNATIONAL APPEAL:

- SESSIONS IN 3 LANGUAGES
(ENGLISH, VIETNAMESE & SPANISH)
- SESSIONS FROM ISRAEL, UKRAINE
& THE NORDIC COUNTRIES



GEW FORT WORTH 2020

GEW Fort Worth Takes Top Spot on GEN Global Leaderboard

#1

FORT WORTH

TEXAS



WITH
93 TOTAL ACTIVITIES

84 REGISTERED SESSIONS
9 NETWORKING/OTHER ACTIVITIES

159 REGISTERED SESSIONS

FIND THE FULL GEN GLOBAL LEADERBOARD AT:
GENGLOBAL.ORG/ALL-CITIES-PARTNERS/699

OVERALL EXPERIENCE RATING

73%
Excellent



“
This week has been the best in my 2020!
The sessions and opportunity to network
with aspiring individuals that have the
hunger to succeed has been my favorite
thing about GEW! I am confident in the future
of our Fort Worth community with what I
have heard and seen this week!

- Juan Carlos Torres

”

OVERALL IMPACT



**88% OF 2020
ATTENDEES ARE
PLANNING TO
ATTEND GEW FORT
WORTH 2021**

My favorite thing about GEW Fort Worth is that it represents the spirit of our great city. Always innovating, always growing, always pushing the bounds of the possible. Creativity and ingenuity on display in a "room" filled with like-minded friends. It's been great to meet and connect with so many people that are blazing trails in our city!

- Jason Moore

I have had the chance to meet and interact with many entrepreneurs and learn from their experiences and knowledge. As someone who is just beginning to figure out what I want to do as a career, I have found GEW eye-opening and it has given me a sense of direction. I have thoroughly enjoyed the sessions but most of all my favorite thing about GEW has been the fact that it gives entrepreneurs the chance to connect and learn more about strategies to be successful.

- Valeria Gonzalez

**DID GEWFW20 PROVIDE
YOU WITH INFORMATION
YOU CAN APPLY TO YOUR
BUSINESS?**

59%
Yes

38%
Some info

3%
No

I happily work with the public, though I'm a bit of an introvert. Being able to attend online, gain knowledge about my hometown and the people who make it rock, as well as building a network of people are what make #GEWFW20 awesome!

- Mesia Davis



ORGANIZING PARTNERS



#GEWFW GROWTH

	2018	2019	2020
Total Sessions	17	54	93
Attendees	1000	2200	1600*
Venues	15	35	N/A*
Number of Organizers	13	42	46
Average Attendees (per session)	59	52	79

*Global Entrepreneurship Week Fort Worth was 100% virtual in 2020 and all sessions were held on the online platform, Hopin.

SOCIAL MEDIA GROWTH



INSTAGRAM POSTS

reached 6,908 people
with 7,778 impressions
and gained 98 new followers
(a new total of 883 followers)



FACEBOOK POSTS

reached 4,400 people
with 410 engagements
and gained 73 new fans
(a new total of 486 fans)



TWEETS

gained 43,143 impressions
and 122 new followers
(a new total of 232 followers)

(based on social media metrics captured between July 24, 2020 and January 26, 2021)



MEDIA ENGAGEMENT



36

TOTAL MEDIA
PLACEMENTS

(ARTICLES, PODCASTS, BLOG POSTS
AND CALENDAR LISTINGS)



245.8M

TOTAL POTENTIAL
REACH OF MEDIA
PLACEMENTS

(based on PR analytics captured between July 24, 2020 and January 26, 2021)



**SAVE THE DATE FOR
GEW FORT WORTH**

**20
21**
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NOVEMBER 8-14

GEWFORTWORTH.COM