

15 > 17 OCT. 2024

# BIZZ & BUZZ

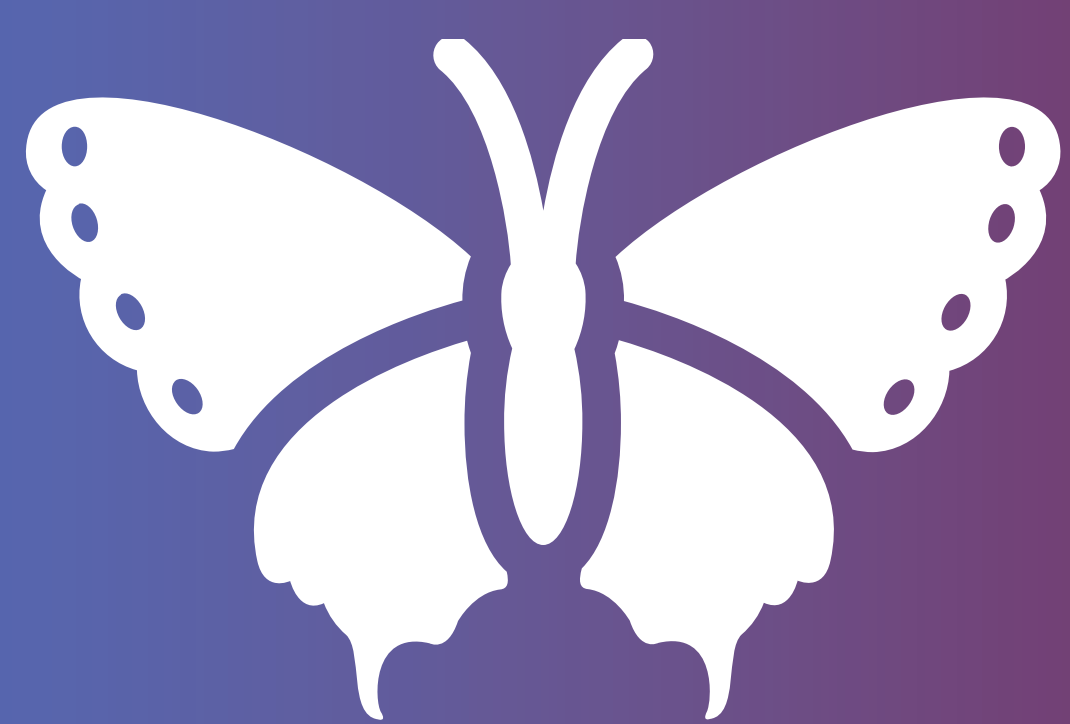
LE FESTIVAL DU NUMÉRIQUE EN ALSACE



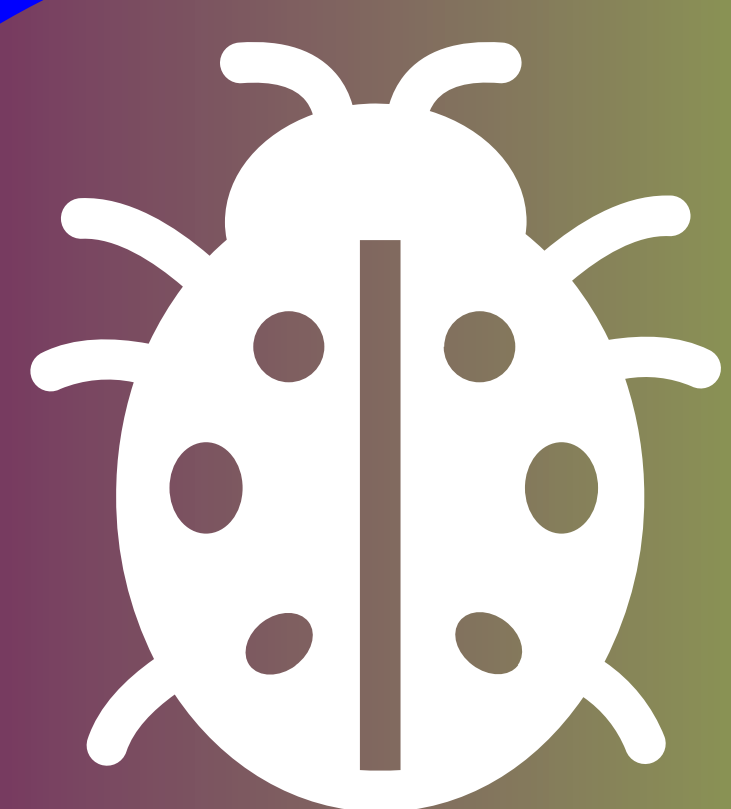
Les chiffres-clés 2024



# LE PUBLIC



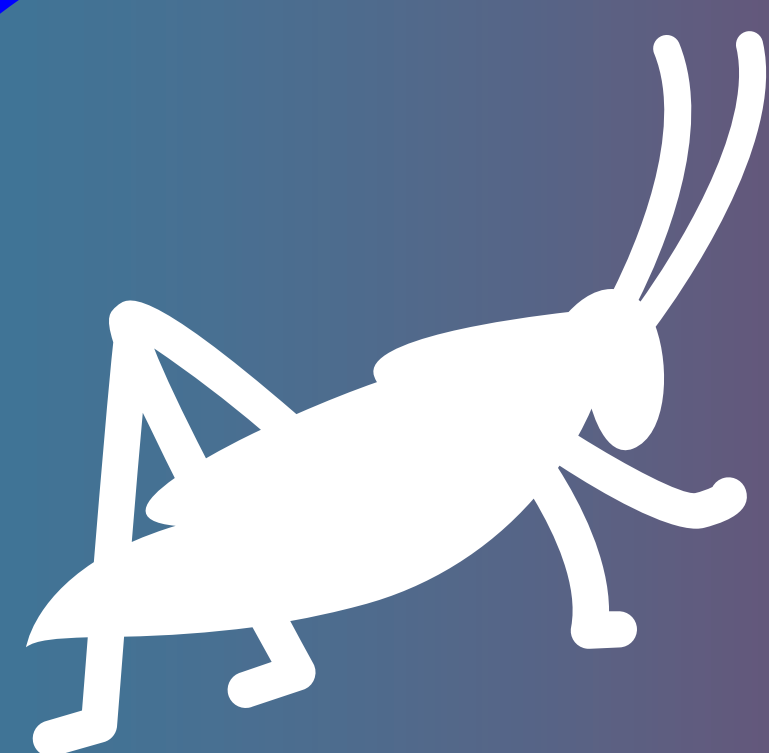
**Dirigeant**  
21 %



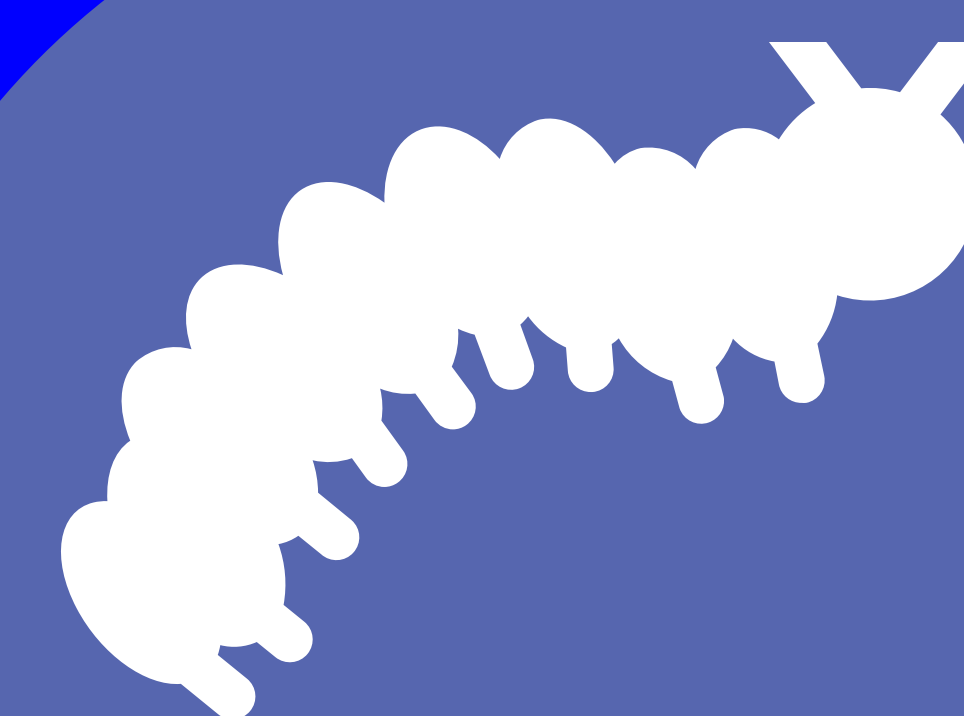
**Consultant Commercial**  
21,5%



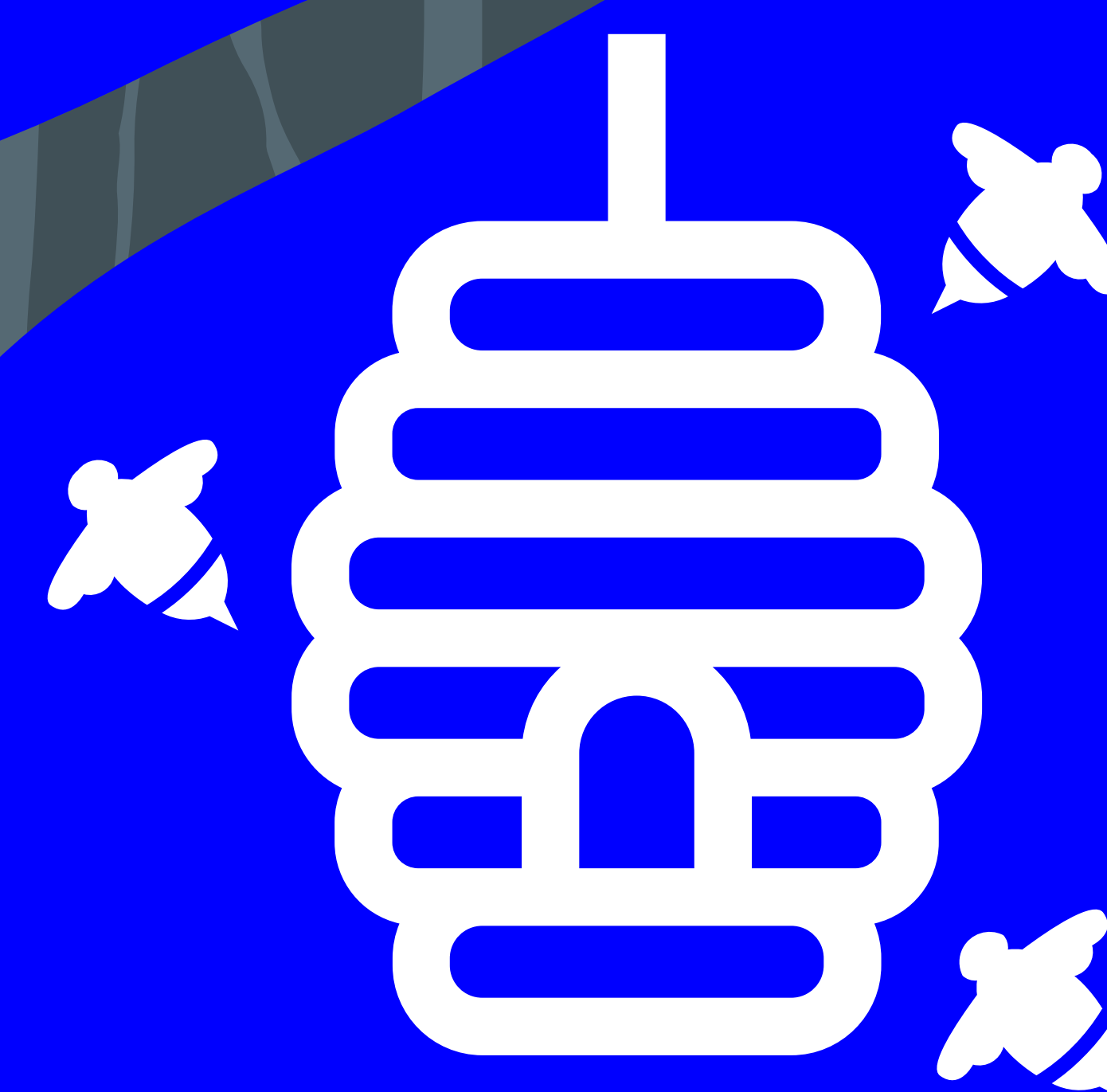
**Manager**  
19%



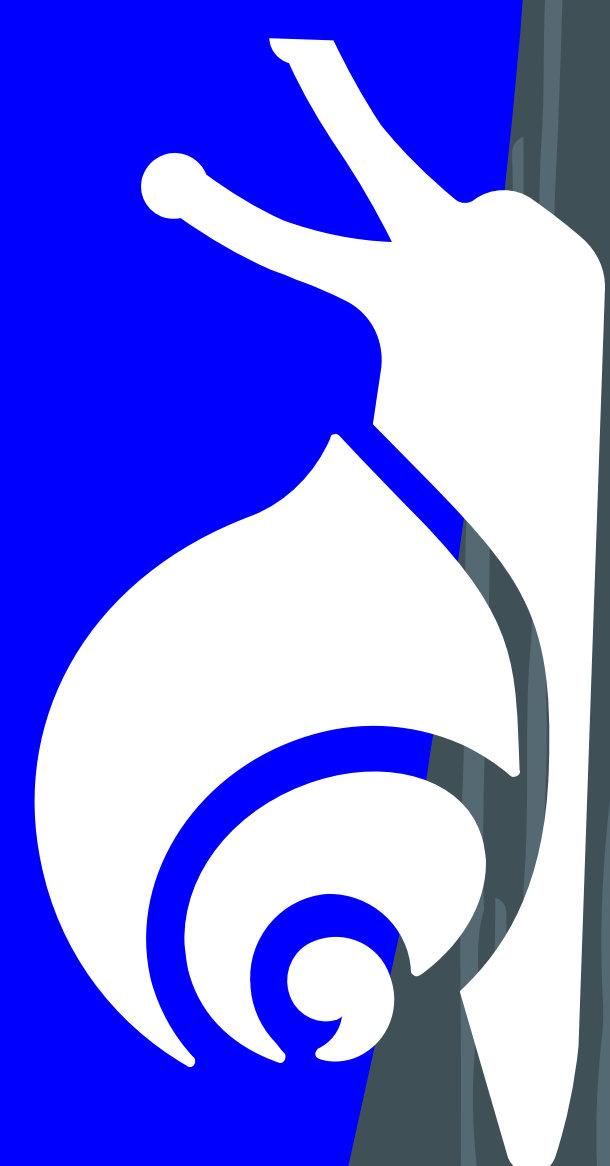
**Chef de projet**  
5,9%



**Autres**  
24%



**2405**  
inscrits  
aux sessions



**Etudiant**  
8%



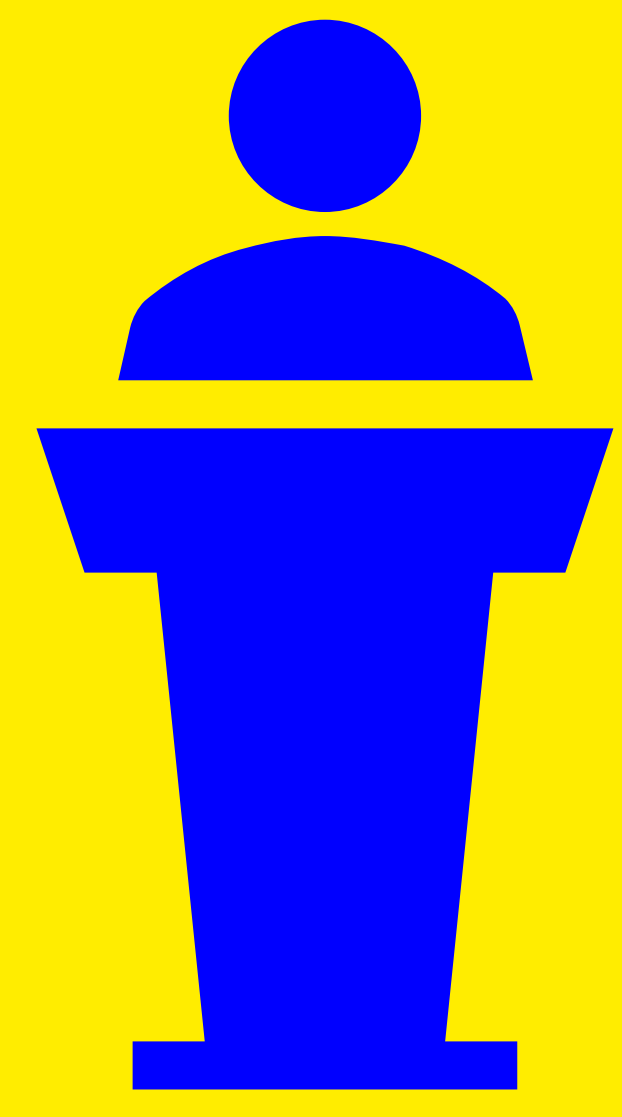
**Haguenuau**  
187

**Strasbourg**  
1991

**Bergheim**  
123

**Mulhouse**  
104

# LE FESTIVAL EN BREF



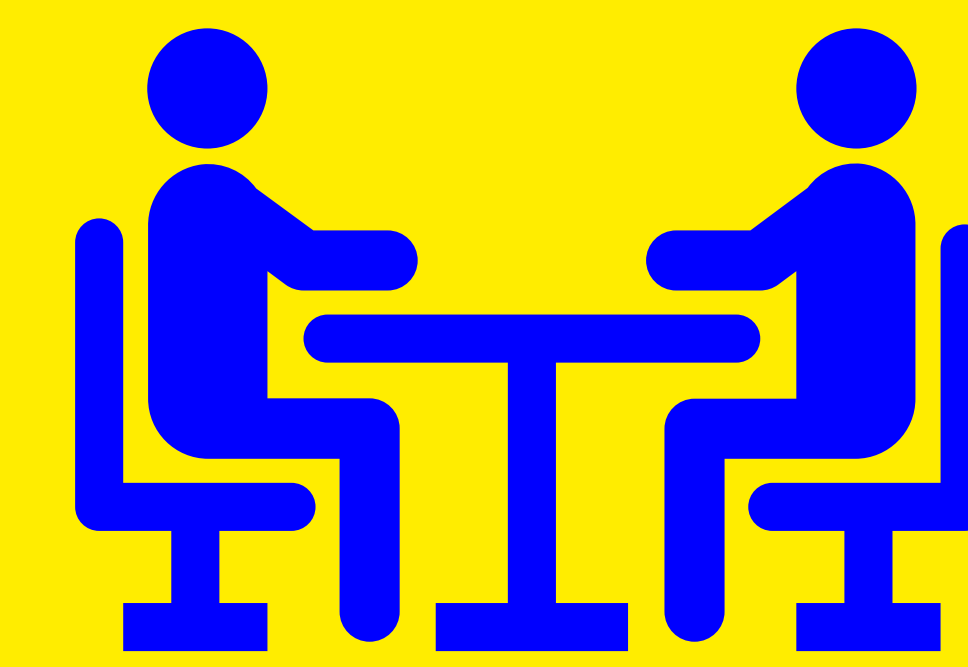
75 speakers



60 sessions



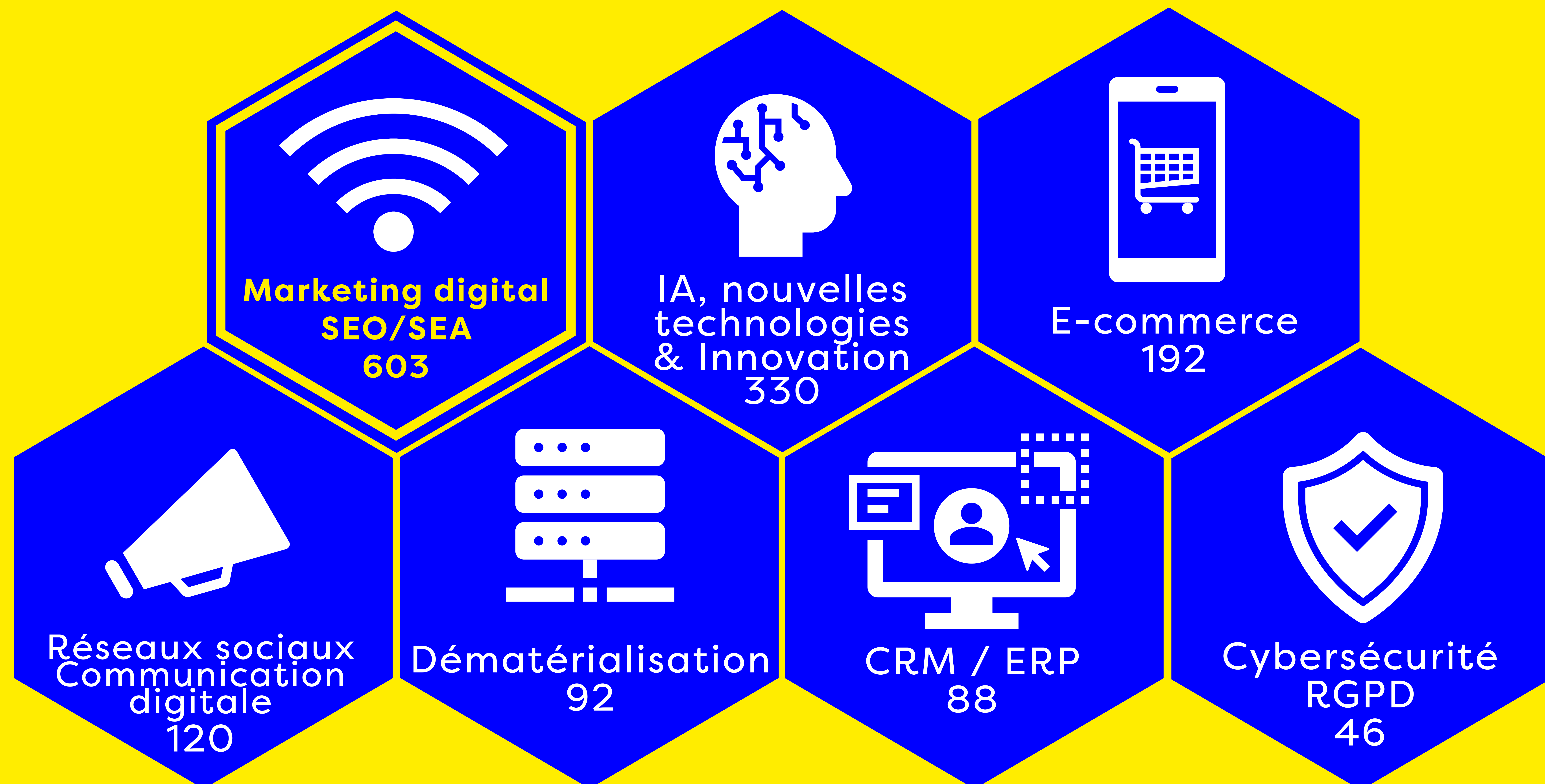
24 partenaires



25 espaces contact

## LES 7 THÈMES

en nb d'inscrits





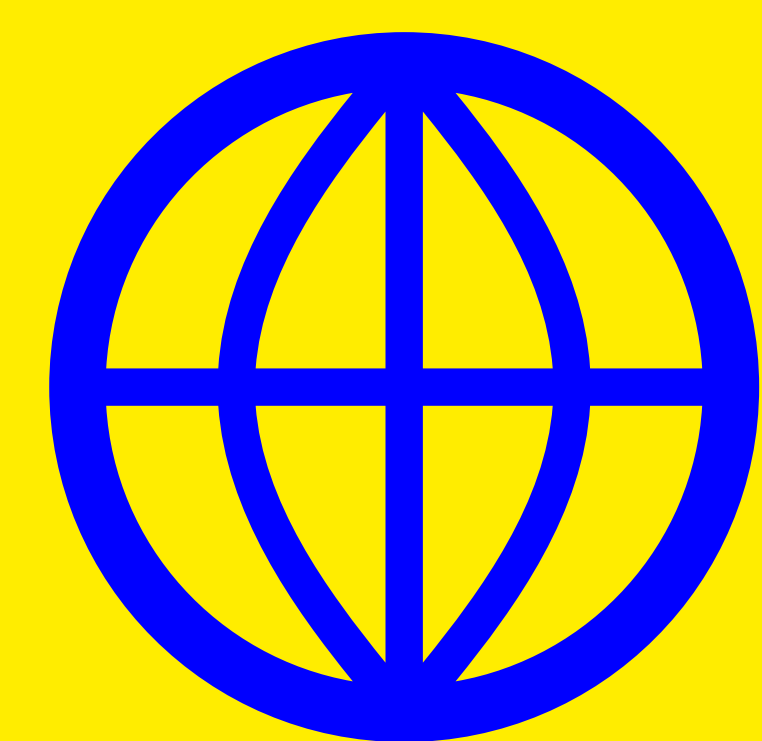
# LE BUZZ



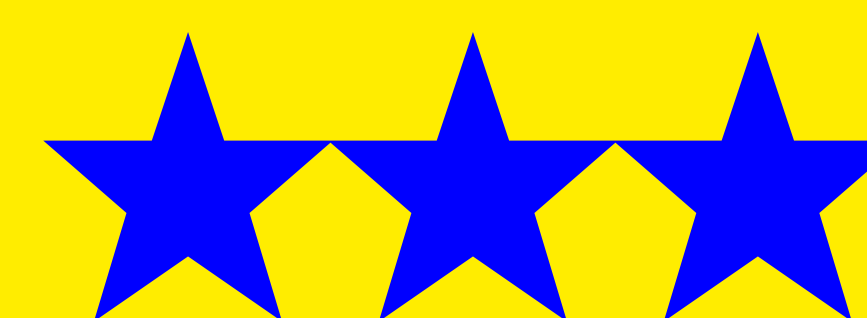
30 posts  
93.000  
impressions



80 posts/  
stories  
1800  
impressions

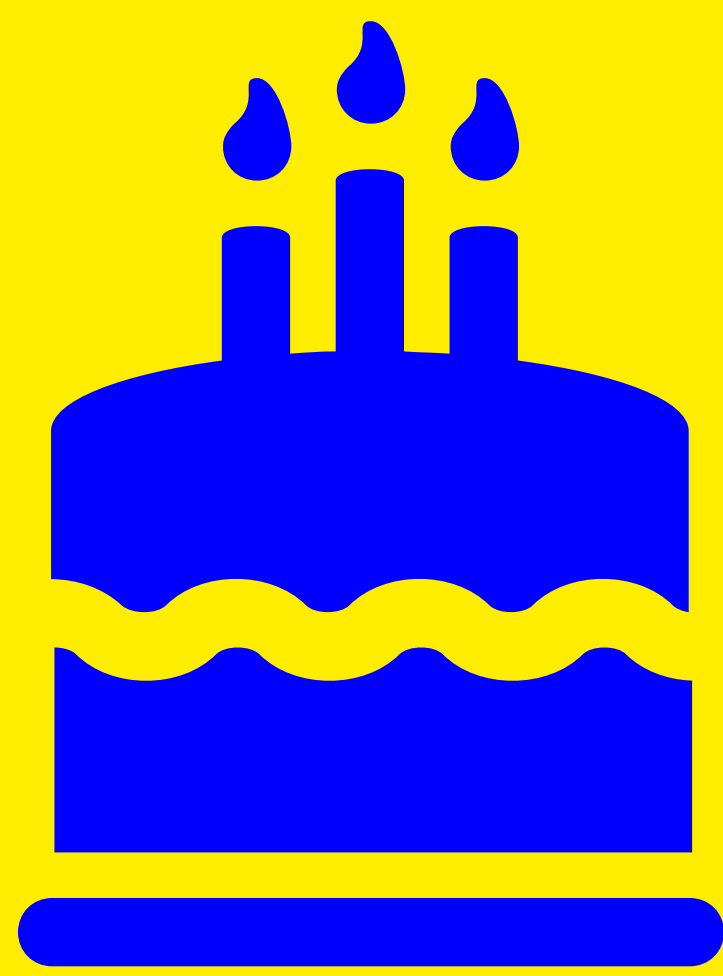


6500 pages  
web  
consultées

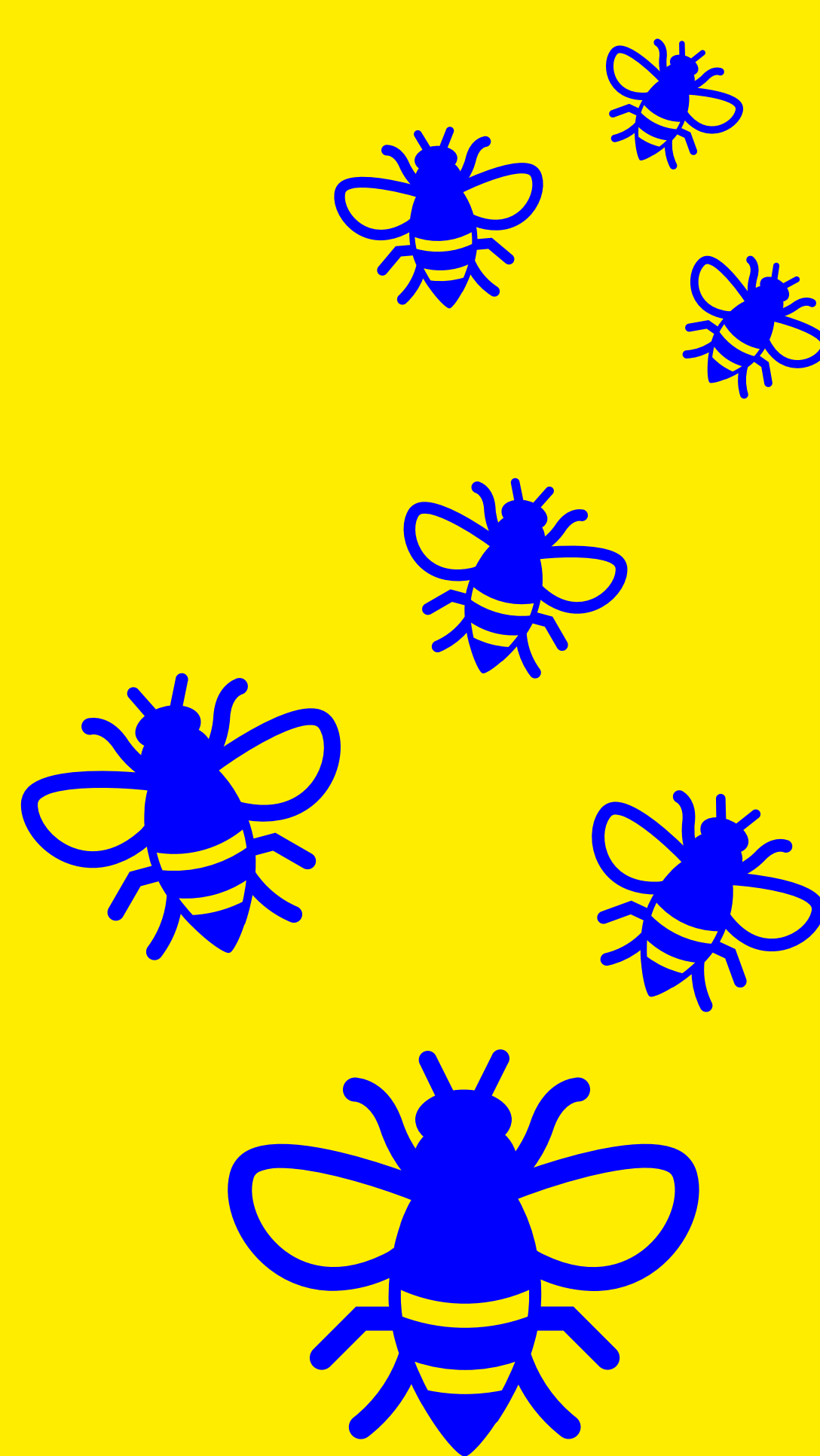


4,5/5  
satisfaction  
des participants

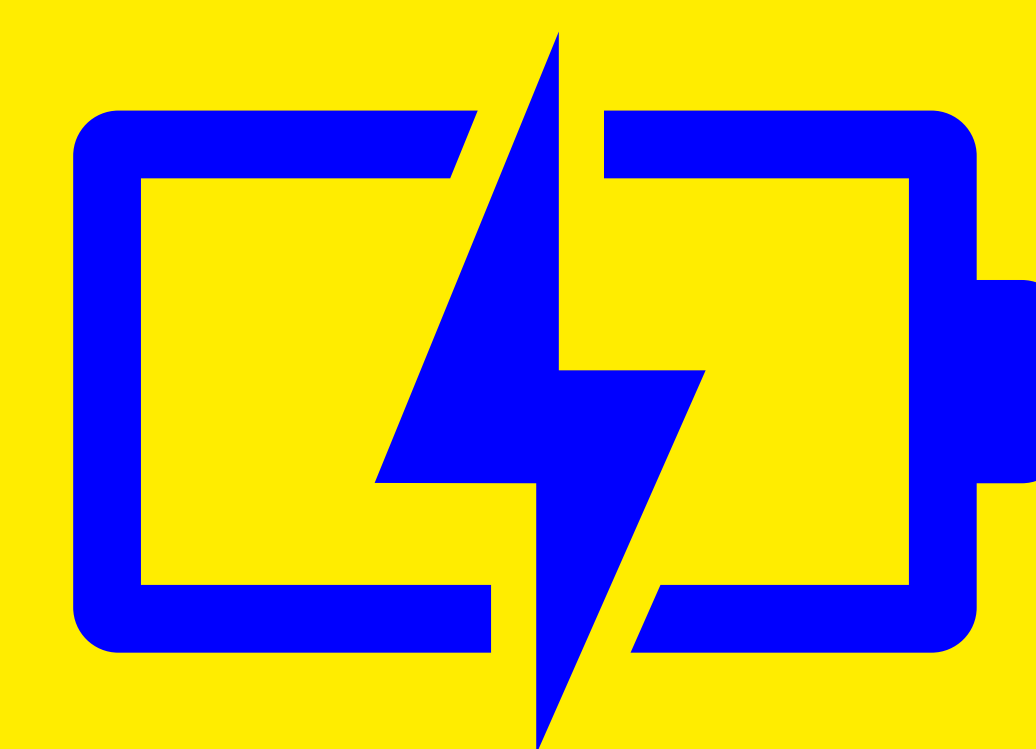
# LES FUNNY FACTS



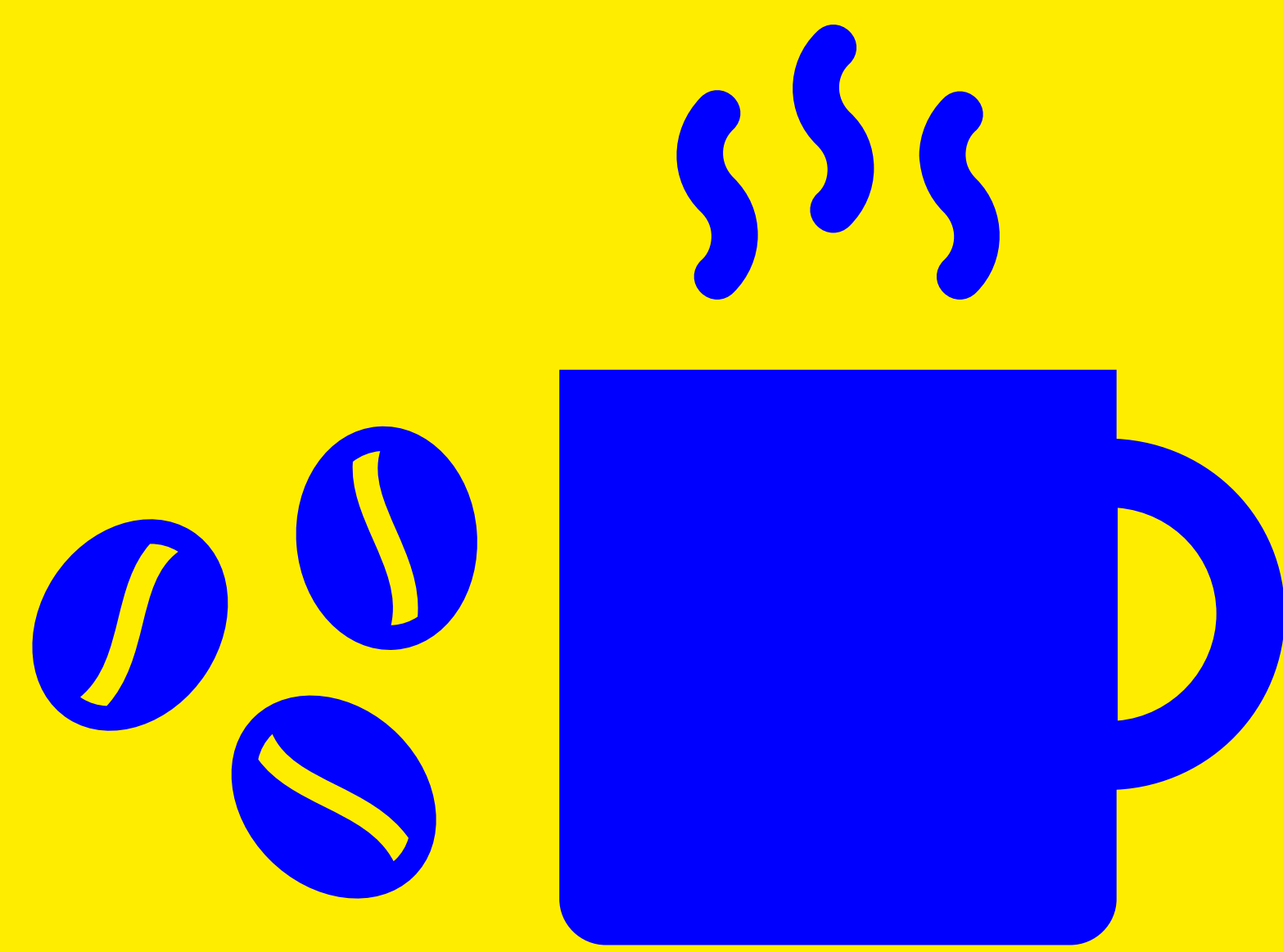
10 bougies  
soufflées



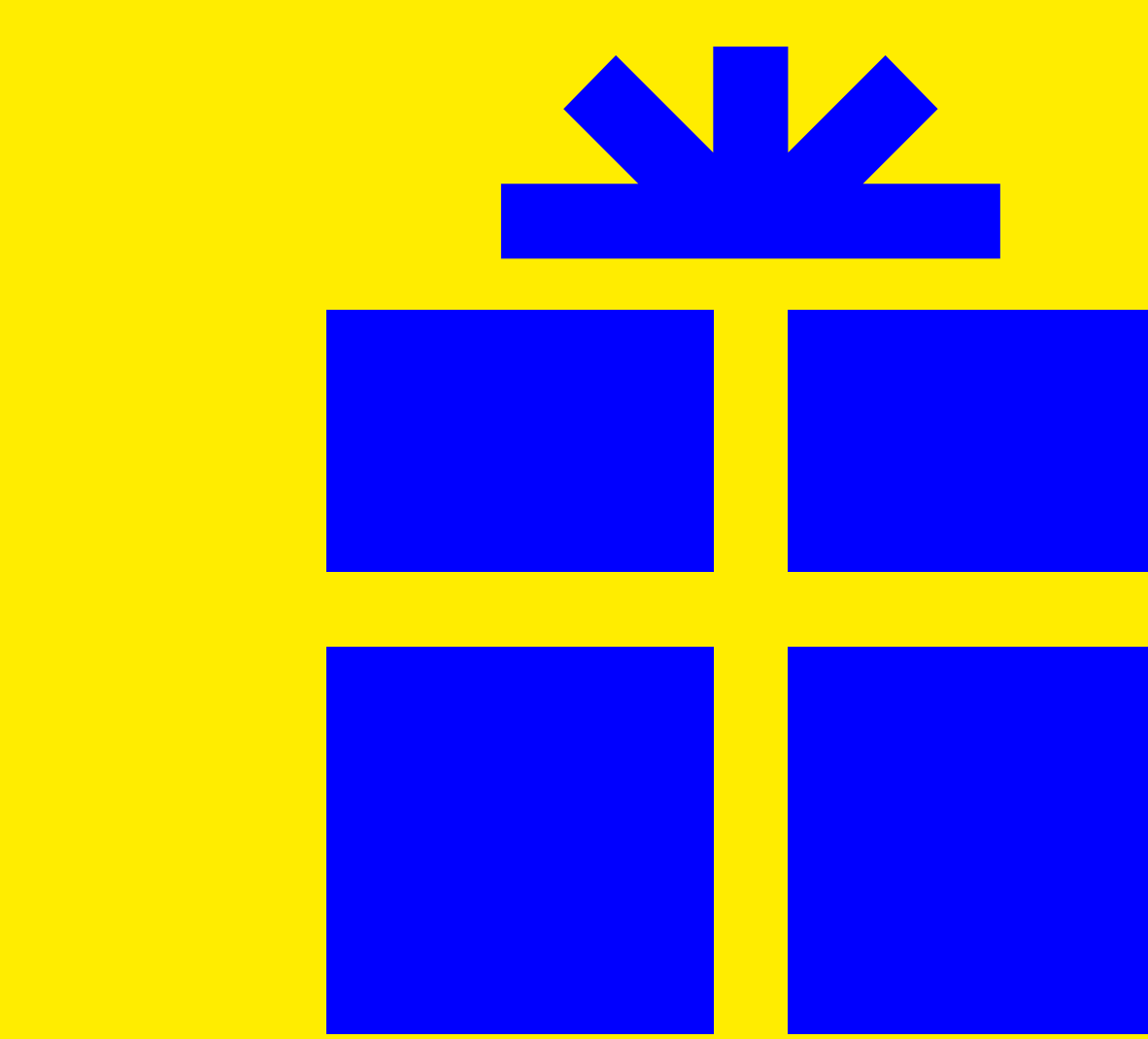
623 abeilles en réalité  
augmentée échappées  
du magazine



3 piles  
pour les  
zapettes



75 litres  
de café



58 heureux  
gagnants au  
jeu Beecode  
Explorer



# DEUX PÈRES FONDATEURS

de la RucheMore







**RENDEZ-VOUS**  
**DU 14 AU 16 OCTOBRE**  
pour la 11<sup>e</sup> édition



# UN ÉVÈNEMENT



**CCI ALSACE  
EUROMÉTROPOLE**

## EN PARTENARIAT AVEC

PLATINE

**Strasbourg.eu**  
eurometropole

GOLD



SILVER



Immersive Element

