

# CANNABIS INDUSTRY INSIGHTS

## MICHIGAN EVENT SUMMARY MARCH 11, 2021

UPCOMING  
CANNABIS EVENTS:  
JUNE 17, OCTOBER 28

 **236** REGISTRANTS

### SURVEY FEEDBACK

AVG. SCORE  
OUT OF 10

Overall event satisfaction

**9**

Satisfaction with the  
quality, knowledge,  
and diversity of  
industry experts

**10**

Satisfaction with the  
post-event networking  
experience

**8**

#### WHAT COULD HAVE BEEN BETTER?

- Time of event. Hosting the event during the workday was difficult for some.
- Hosting more of these events.
- Having speakers from more diverse parts of Michigan.

### ATTENDEE FEEDBACK

**“Great and informative. I’d love to see these events continue”**

“This was my first virtual event and I **really enjoyed the content**”

“I like the discussion around the different barriers that some of the panelists encountered. **Their personal experiences were helpful.**”

“Thanks for the efforts!”



### PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INTEGRATION

DIGITAL CAMPAIGN - [mlive.com](http://mlive.com)



**6** high-impact positions on [mlive.com](http://mlive.com)

- 21,497 impressions served
- 26 hours of total exposure

Fixed ad position in a 3@3 newsletter from 2/8 - 3/9/21

**168,756** impressions served

PRINT CAMPAIGN -  
published in  
all 8 papers

**4** half-page ads



SOCIAL

**4,026**   
total impressions

- 281 Total Reactions/  
Comments/ Clicks/Shares
- 5.26% Avg. Engagement Rate

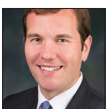
**1,890**   
total impressions

**2** MEDIA PARTNERS



**BENZINGA**

### 8 INDUSTRY EXPERTS



**Andrew Brisbo**  
Executive Director of  
Michigan’s Marijuana  
Regulatory Agency



**James E. Tate**  
Councilman,  
City of Detroit



**Matt Abbo, CPA**  
Partner and  
Co-Founder of  
DA Advisory Group



**Chris Jackson**  
Partner of Sticky  
(cannabis brand)



**Ryan Lafferty**  
CEO of Kush  
Development  
Group



**Jamie Cooper**  
Founder and  
Managing Director  
of Sensi Connects



**Javier Hasse**  
Managing Director  
of Benzinga  
Cannabis



**John Darwin**  
President at  
Unity Rd