



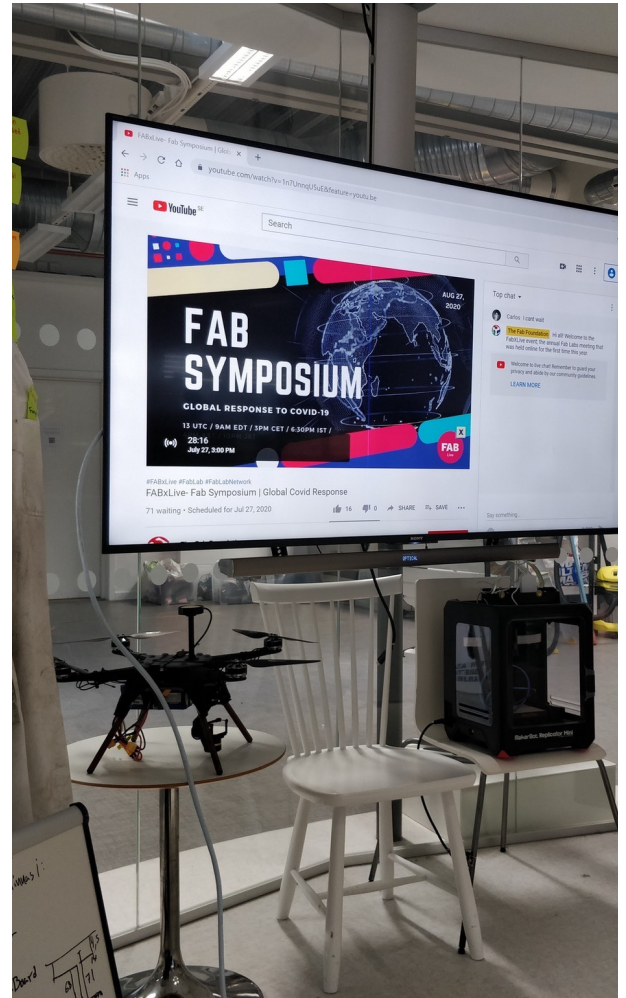
AUGUST 2020

# FABXLIVE

## REPORT



# ABOUT FABX LIVE



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## FABXLIVE 2020

*FABxLive, the 16th annual global Fab Lab Network conference, was the first edition of a distributed, FREE online FABX conference. The online platform gave us the opportunity to stay connected, reflect and engage deeply around Fab Lab and other community responses to COVID-19 (2020 Global Pandemic), the current state of the world and a vision for the future. With more than 2,000 Fab Labs in 126 countries worldwide, members of the international Fab Lab Network, government representatives, manufacturing industry, artists, teachers, academic researchers and experts in the field of digital fabrication connected online to present, envision, innovate, create community, disseminate best practices in digital fabrication and discuss solutions to our world's challenges during this unprecedented time in history.*

*The event took place from July 27-30, 2020. Over the first four days, we hosted expert panels with a total of 38 keynote speakers during our live stream FAB SYMPOSIUM: Global Covid-19 Response, Community Action, Rebooting Economies and Emergent Futures. Our FAB SYMPOSIUM also included updates from the Network, award announcements, and 'fabercise' (exercise led by labs around the world) via zoom. Before and after the live stream events, participants had the opportunity every day to engage in a range of activities, from collaborator sessions to challenges to working groups, discussion-based and hands-on workshops. On July 31, we organized a community led GLOBAL FAB DAY, a day dedicated to all of us inventing and imagining locally and together. Also, live-streamed on Friday were challenge winner announcements and words from the Network. A few activities also extended until Aug 6, giving participants opportunities to get involved in deeper conversations around current topics taking place inside the Network.*

# TEAM MEMBERS



**NORELLA CORONELL**  
*Project Manager*



**FRANCISCO SANCHEZ**  
*Production Manager*



**ANASTASIA PISTOFIDOU**  
*Content Manager*



**REBECCA OTTINGER**  
*Logistics Manager*



**VIKTOR SMARI**  
*Software Developer*



**CHRSTIAN CHERENE**  
*Production Assistant*



**SARAH BOISVERT**  
*Fundraising*



**MIRIAM CHOI**  
*Graphic Designer*

*Establishing a strong team insured the success of FABxLive. Bringing people in that knew the community, understood the tools and it's capabilities, and were committed to the cause. Dedicated, passionate, willing to learn, and proactivity are key factors for this type of production. FABx Conferences are directed by Sherry Lassiter and a glocal team each year.*

*This team was supported by our extraordinary volunteers and Fab Foundation Staff: VOLUNTEERS Adrián Torres, Community Manager / Marianella Coronell, Master Robot / Rico Kanthatham, Production Assistant / Pradnya Shindekar, Moderator / Luciana Asinari, General Content / Daniela Viloria, Moderator / Manas Chhabra, Moderator / Diana Di Tolla, Moderator / Abhinav Ajith, Moderator / Stella UzochukwuDenis, Moderator / Angelo Barbour, Moderator / Check them all out [here](#). FAB FOUNDATION STAFF: Liz Whitewolf, Sonya Pryor-Jones, Luciano Betoldi, Aidan Mullaney, Alethea Campbell, Lydia Ford, Jean-Luc Pierite.*

Our volunteers were fundamental to the success of this event. For every workshop, there was a volunteer who would support the workshop leader and participants with zoom functionality, and welcome people through the chat. From 18 applications, 10 volunteers enrolled and really committed their time throughout the entire week.

Fab Foundation Staff played a large part in the success of the conference, designing and leading a strong Education Track and active working group, along with providing support to the volunteers and workshop leaders.





# PARTICIPATION



*We used a combination of 3 different platforms: The FABxLive website, the Fabxmembers App and the YouTube Channel. Once a participant registered in our Fabxmembers App, they were registered for the event.*

## 5,074 WEBSITE USERS

*Total number of unique users on [fabxlive.fabevent.org](http://fabxlive.fabevent.org).*

## 2,514 CONFERENCE REGISTRATIONS

*Total number under our [Fabxmembers App](#)*

## 1,807 WORKSHOPS PARTICIPANTS

*Through our Fabxmembers App and Zoom rooms. Workshops took place July 27 - Aug 6, 2020.*

## 3,946 UNIQUE VIEWERS

*Out of the overall 10,200 viewers on our YouTube Channel during July 27-31, 2020*

## 42% INCREASE IN SOCIAL MEDIA ACTIVITY

*Between Instagram, Facebook and Twitter during the month of July 2020*





# PLATFORMS

*Individual and Group analysis of our FABxLive platforms*

*Our FABxLive website linked to various platforms and resources including a [fabxmembers.fabevent.org](https://fabxmembers.fabevent.org) platform/app with information regarding our schedule, multiple group channels, chats and direct registration links to Zoom rooms for workshops. Our Youtube Channel had content live-streamed with live chat and could be viewed by participants during and after the conference.*

# EVENT STRUCTURE

*Understanding the needs and wants of our community guided us to identify tools that would add value to our event. That was our starting point: How to create value in an online event, so that it is not just one more Zoom video conference room.*

*The technology and resources we used ranged from free software, open-source software and paid services. The mix provided us with powerful tools for the production of FABxLive.*

*Communication tools such as Google Drive, GitLab and GitHub Repositories enabled the use of collaborative webpages, documents and files that worked with the online format.*

## WEBSITE

*Hosted in a Github repository, our website was created to be the hub of information, a landing page where participants could be redirected to the right site and resources at the right time.*

## COMMUNITY PLATFORM

*This was our registration platform (Mighty Networks) and the place for attendees to interact one on one or in groups, receive updates, and sign up for events. This was a 'general hallway' for easy and accessible interactions.*

## YOUTUBE LIVE

*Using this familiar Free platform allowed us to live-stream and engage with our audience in a real time chat. We could also upload and promote pre-conference and post-conference videos, including recorded workshops.*

## CANVA

*Free collaborative design platform that allowed us to create on demand and rapidly new designs for all social media platforms. As a non-profit, we were able to access a Premium account at no additional cost.*

## ZOOM PREMIUM SERVICE

*8 Licensed Rooms (max 100 participants each). 1 room used for the Fab Symposia speakers (private link) and 7 rooms used for workshops (registrations and links sent to participants' emails).*

## OBS STUDIO

*Open Broadcaster Software is a free and open-source, cross-platform streaming and recording program built with Qt. This was used to live stream the Zoom room to YouTube while incorporating engaging graphics made in Canva.*

••••• Combination of website-community platform- YouTube Live, Zoom and Canva (to provide all the graphics required)

••••• Backstage of the broadcast system and integration between YouTube Live (front), and the Zoom room and OBS Studio (back)

# WEBSITE ANALYSIS

[fabxlive.fabevent.org](https://fabxlive.fabevent.org).

The FABxLive website landing page was developed by Viktor Sámari and designed by Norella Coronell, with original designs from Miriam Choi and logo Identity by Fab Lab Barcelona.

Metrics from July 1- August 8, 2020  
Google Analytics

## 5,075 USERS

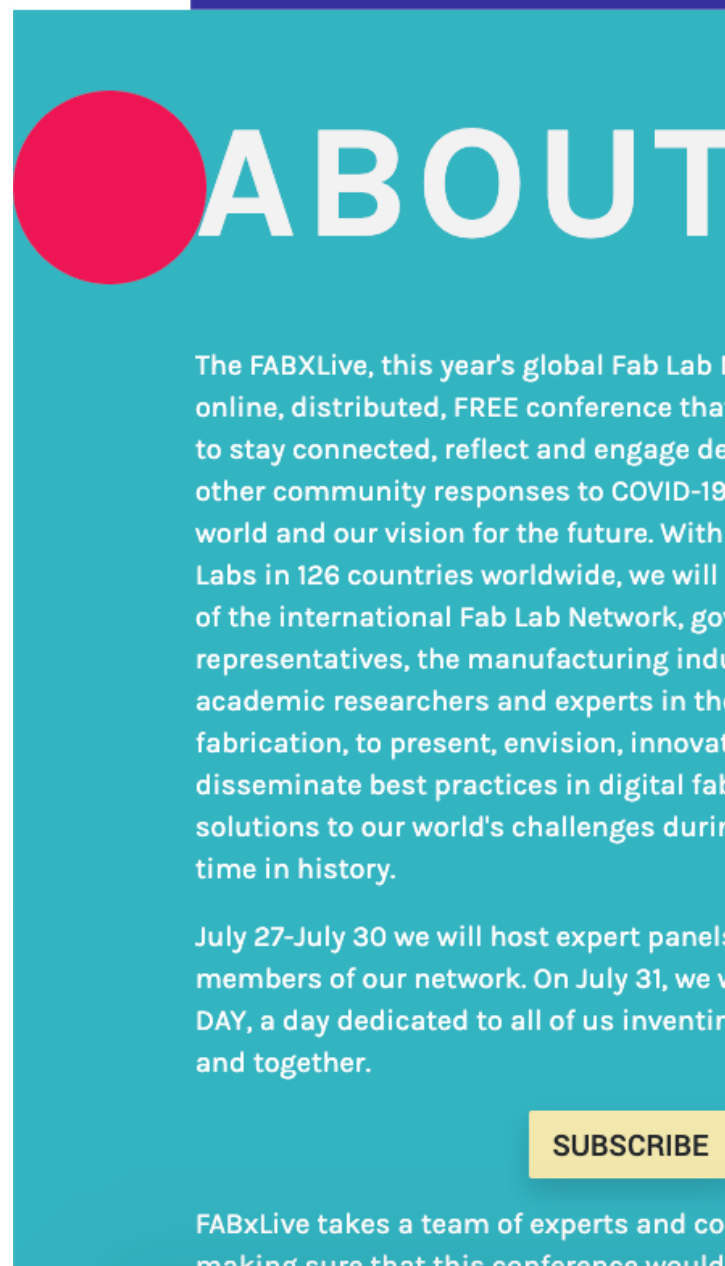
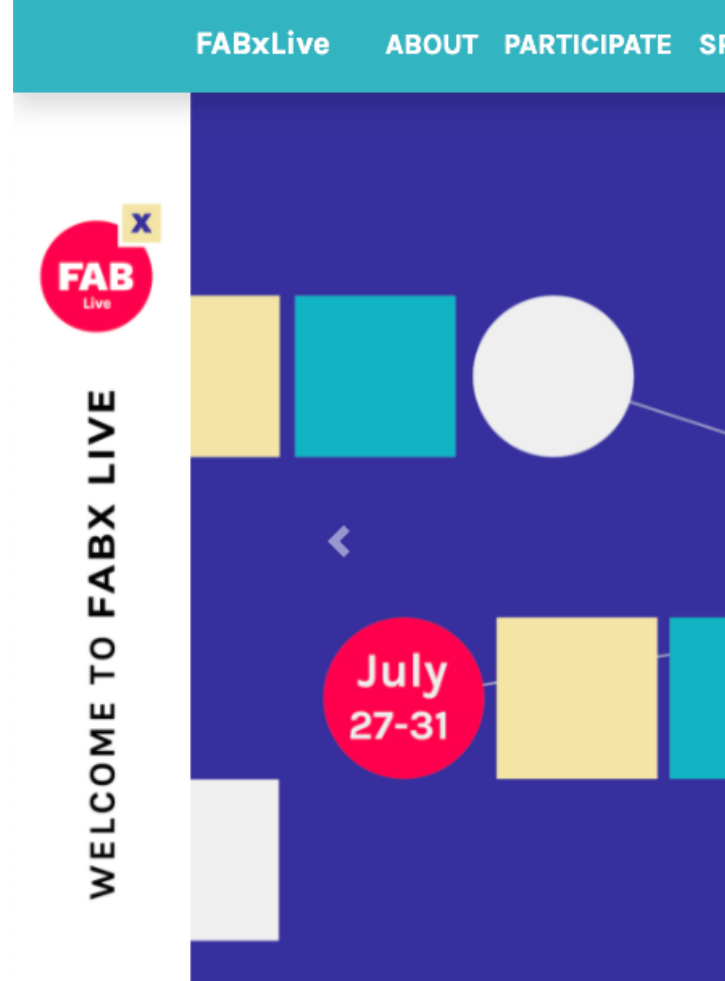
The number of unique visitors to our site. If someone were to visit our site 100 times on the same device or browser, they would still only count as one user.

## 8,639 SESSIONS

A session is a group of user interactions that take place within a given time frame. For example, a single session can contain multiple page views, events, or social interactions.

## 15,696 VIEWS

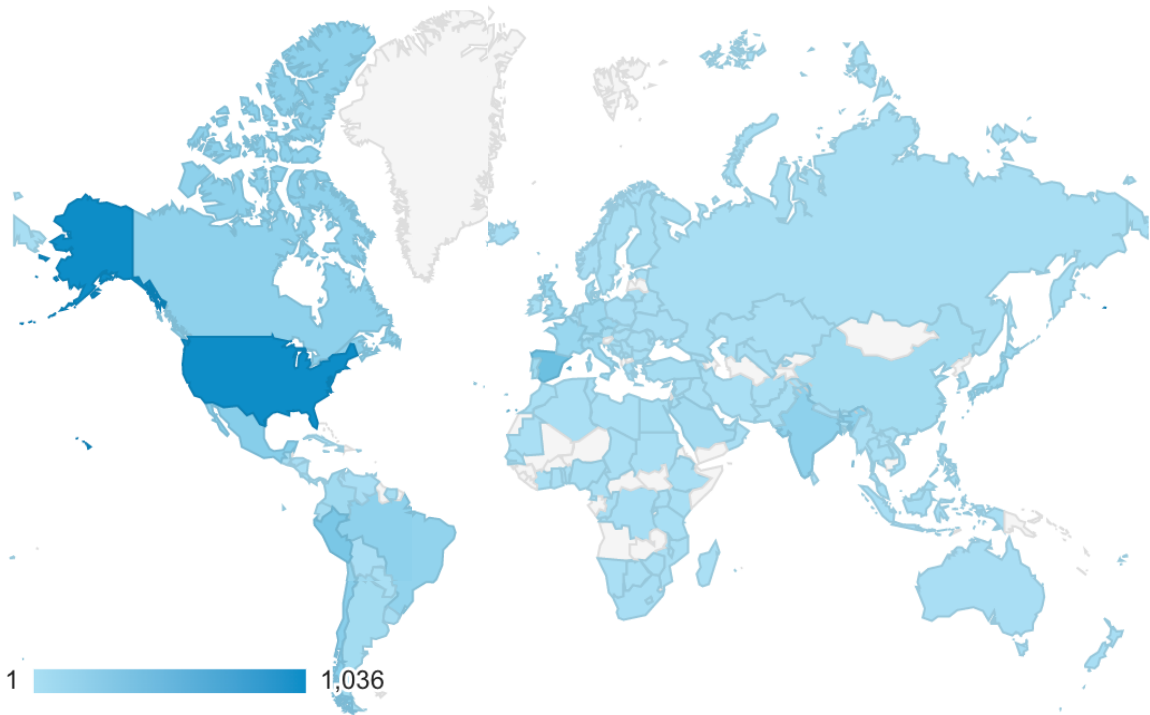
Views refer to the number of times pages were viewed or clicked on the site.





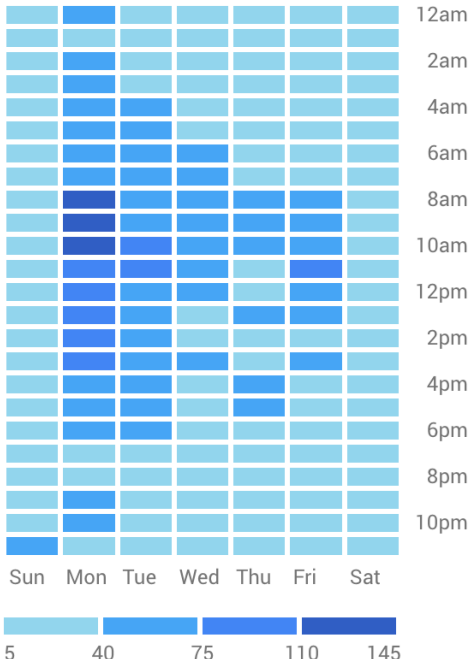


# VISITS FROM 146 COUNTRIES



Top 10 ranking of users: United States (1,036) Peru (255) India (250) Spain (240) Japan (229) Chile (199) Canada (171) Mexico (159) France (156) & Brazil (153). Other Countries from most to least users: United Kingdom, Japan, Germany, Italy, Argentina, Portugal, Colombia, Netherlands, Saudi Arabia, China, Ecuador, Suriname, Finland, Guatemala, Denmark, Turkey, Philippines, Costa Rica, South Korea, United Arab Emirates, Austria, Bhutan, Egypt, Belgium, Qatar, Singapore, Uruguay, Bangladesh,

Users by time of day



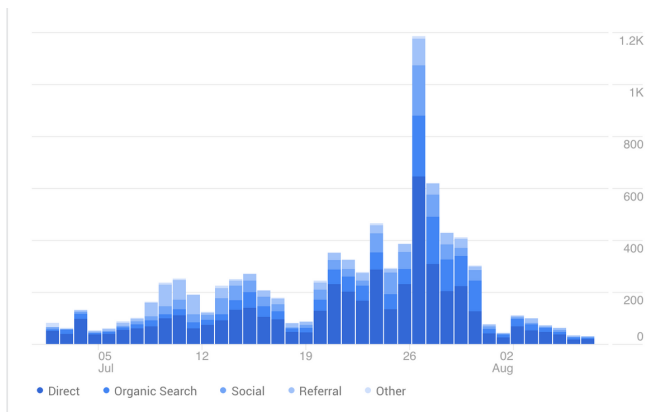
Time Zone: GMT -04:00 New York Time

Taiwan, Jordan, Russia, Armenia, Nigeria, Panama, Greece, Congo - Kinshasa, Israel, New Zealand, Indonesia, Tunisia, Hong Kong, South Africa, Poland, Australia, Aruba, Bolivia, Ukraine, Lebanon, Norway, Trinidad & Tobago, Venezuela, Nepal, Honduras, Iceland, El Salvador, Switzerland, Ireland, Croatia, Puerto Rico, Rwanda, Tanzania, Vietnam, Paraguay, Bosnia & Herzegovina, Kenya, Morocco, Pakistan, Senegal, Malaysia, Sweden, Thailand, Côte d'Ivoire, Slovakia, Bahrain, Cyprus, Hungary, Iraq, Iran, Macao, Algeria, Estonia, Kazakhstan, Romania, Cuba, Uzbekistan, Bulgaria, Cameroon, Fiji, Ghana, Sri Lanka, Moldova, Benin, Botswana, Lithuania, Malawi, Sudan, Uganda, Afghanistan, Ethiopia, Jamaica, Kuwait, Luxembourg, Libya, Mozambique, Serbia, Togo, Belarus, Congo - Brazzaville, Curaçao, Faroe Islands, Georgia, Guadeloupe, Equatorial Guinea, Haiti, Laos, Lesotho, Montenegro, Madagascar, Myanmar (Burma), Mauritania, Malta, Namibia, Nicaragua, Oman, Réunion, Syria, Chad, Kosovo, and Zimbabwe.



# TRAFFIC CHANNELS

Web traffic is the amount of data sent and received by visitors to a website. Most of the traffic to the FABxLive website was direct, meaning that visits to the site were mostly made either by typing our website URL into a browser or through browser bookmarks. As part of our marketing strategy, we made sure to choose a name identity that was memorable and easy to search.



## 71.7% DIRECT & ORGANIC SEARCHES

Typing [fabxlive.fabevent.org](http://fabxlive.fabevent.org) into the browser or in search engines

## 28.2% SOCIAL MEDIA & REFERRAL

Through Facebook, Linktr.ee, Twitter, Instagram, YouTube, and other related websites such as [fab16.org](http://fab16.org), [fabacademy.org](http://fabacademy.org), and LinkedIn

## 3.5% OTHERS

Mailchimp and redirected links to our website. The traffic numbers from Mailchimp to our community platform were interestingly much higher.

# STRUCTURE AND PAGES

7 sections on the landing page: About, Theme, Participate and Join our Collaborators, Speakers, Challenges, Thanks/Partners.

4 additional embedded pages: Schedule, Live, Expo and Team.

2 external links: Fiore memorial page and Media Kit (logo, Zoom backgrounds, social media templates, etc).

1 unique Registration Button linked to our [fabxmembers.fabevent.org](http://fabxmembers.fabevent.org) platform.

# 3 VISITS

## AVERAGE PER USER

Average between page views and total number of users

1.	/	9,978	63.57%
2.	/schedule	3,070	19.56%
3.	/expo	825	5.26%
4.	/team	647	4.12%
5.	/live	491	3.13%

Most of our users stayed on the landing page, while the other 32% of our users navigated through our schedule, expo, team and live pages. Our website was used as an access point for participants to join the Mighty Networks community platform ([fabxmembers](http://fabxmembers)), while providing information on challenges, speakers, and collaborators.

# FABXMEMBERS ANALYSIS

<https://fabxmembers.fabevent.org/>

The FABxMembers platform became the central driving space before, during and after the event. Details of each of the activities, group and individual chats were mostly driven in this platform. FABxMembers is our specific site that utilizes the Mighty Networks platform. Coordinated by Anastasia Pistofidou and Rebecca Ottinger.

Metrics from July 1 - August 8, 2020  
Google Analytics and the Mighty Networks platform

## 2,514 MEMBERS

In joining the FABxLive platform, participants were registering for the event as a whole and then able to interact virtually: create groups, chat 1:1, sign up for discussion-based and hands-on workshops, and interact with live posts.

## 9,416 CLICKS

Unique users/clicks to the platform landing pages, a combination driven by the website and Facebook.

## 24,686 SESSIONS

Groups of user interactions with the fabxmembers platform that took place within the given time frame.

## 196,193 VIEWS

Number of pages viewed or clicked on the site.



## FABxLive

Home

Discovery

Members

About

Topics

Events

Expertise

Groups

CHAT



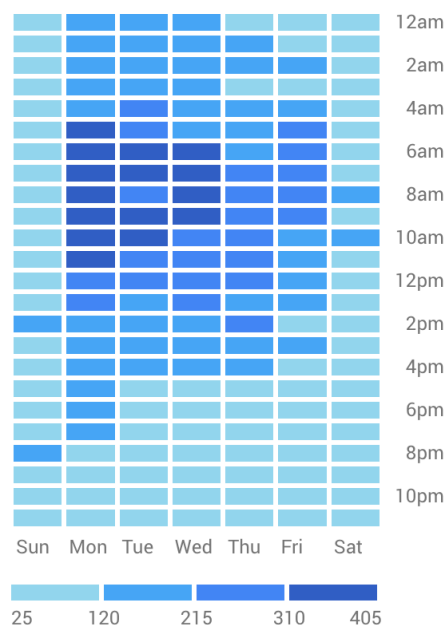
## FABxLive

ONLINE NOW ●



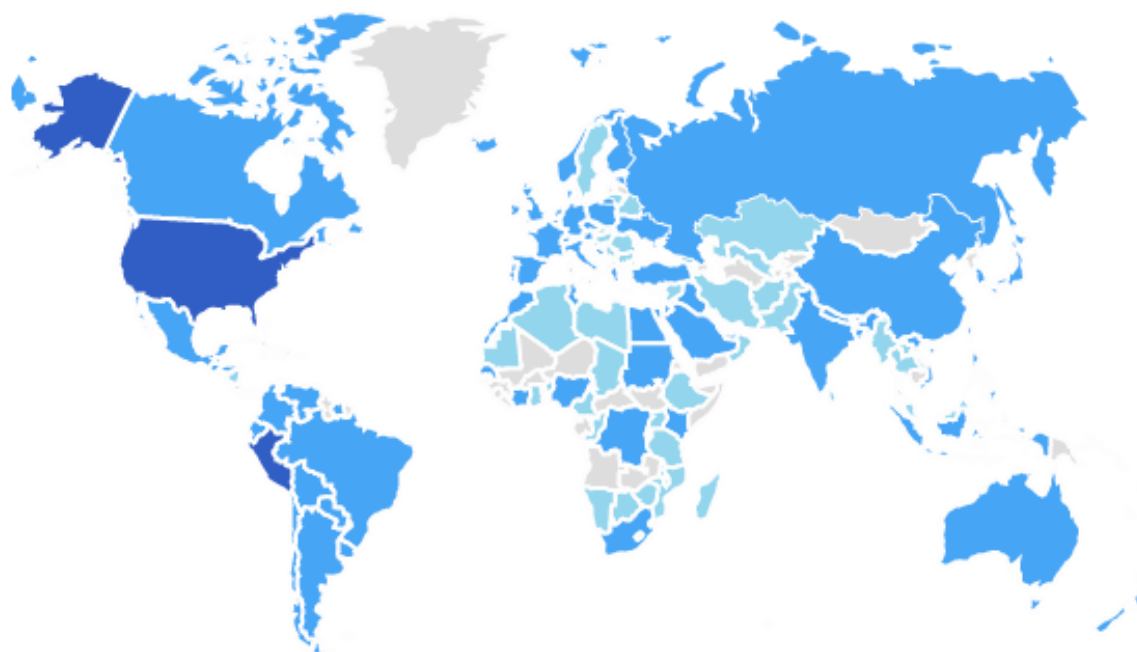


## PEAK OF 405 USERS AT ANY GIVEN TIME



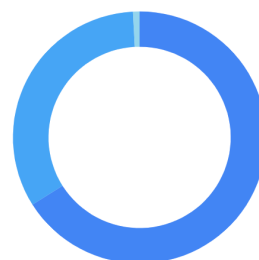
## 63% OF THE NUMBER OF INTERACTIONS ON THE PLATFORM CAME FROM THE TOP 10 COUNTRIES

Top 10	No. Members	No. Total Interactions
United States	434	2,198
Spain	128	825
Peru	178	639
Mexico	168	467
Brazil	113	375
Canada	150	372
India	125	364
Chile	99	300
United Kingdom	61	225
France	65	223



Countries with the most interactions, from darkest to lightest, shown in the map above.

Based on the number of interactions, there was a consistent pattern amongst our audience of accessing the website and the platform through their Desktop (image at the right).

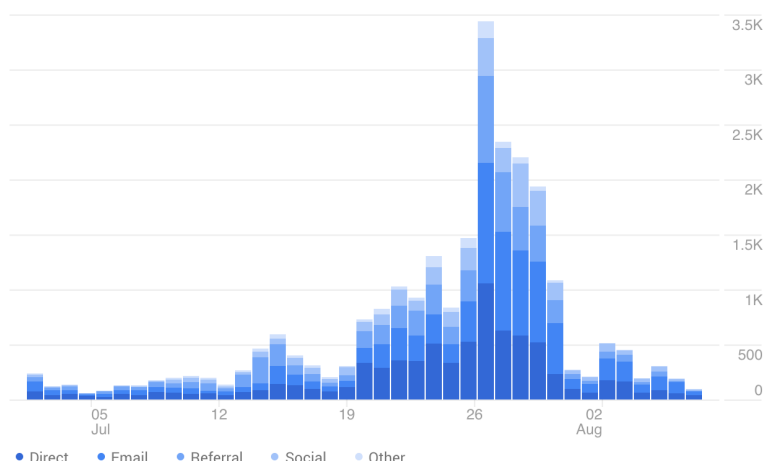


Desktop	Mobile	Tablet
66.0%	33.1%	0.8%
↑1,995.5%	↑1,874.6%	↑1,980.0%

# TRAFFIC CHANNELS

Traffic source is defined as the origin through which people found your site. Every session or visit to your website has an origin or source of the hit.

The month leading up to the event, we can start to identify the number of members that made use of the platform. There was a spike on July 20 with traffic of 729 visits, followed by the highest peak on July 27, 2020 (the first day of the event) with traffic of 3,488 visits driven to the site. Over the course of the week, we had a total traffic number of 11,050. Traffic to the platform comes from multiple sources, but mostly from direct links or by email through our Mailchimp blasts, as you can see in the graph below.



## HIGHLIGHTS MONDAY JULY 27, 2020

**1.1K DIRECT**

Typing  
fabxmembers.fabevent.org  
direct or in search engines

**1.1K EMAIL**

Mailchimp and  
Gmail

**788 REFERRAL**

FABxLive Website,  
fab16.org, fabacademy.org  
and GitHub

**357 SOCIAL**

Facebook, Linktree,  
Twitter, Instagram,  
YouTube and LinkedIn

**153 OTHER**

Manual search

## PAGE VS. PAGEVIEWS

13  
VISITS

**AVERAGE OF VIEWS PER  
MEMBER OF HOME FEED**

Average between PageViews (feed/Home) and total of  
members

Page	Pageviews
/feed	33,464
/	15,350
/events	15,036
/landing?space_id=2503859	3,708
/members	3,192
/chats/2503859	3,167
/onboarding/member/request_invite/email	2,344
/onboarding/member/r...t_invite/question-1	2,233
/onboarding/member/r...mbers.fabevent.org/	2,129
/all-groups	2,009

Average visits per member on other pages: Events (6), Members (1), and Chat (1)



# PARTICIPATION

*Members on our FABxMembers platform were redirected to Zoom registration links for activities, to guarantee secure access. This was followed by an email with a direct link and password to the session.*

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## **3,224 ZOOM REGISTRATIONS**

*Participants who registered and received a confirmation email with a Zoom link and password for the specific workshop.*

## **1,807 ATTENDEES**

*Members that used the registration link to actually join the sessions from July 27 - Aug 6, 2020*

## **68 ACTIVITIES**

*Working groups, discussion-based and hands-on workshops took place from July 27- Aug 6, 2020.*

## **26 AVERAGE ATTENDEES/SESSION**

*An average of 26 attendees participated in each session. Time zones are a big consideration.*

## **1HR AVERAGE PER SESSION**

*70% of our workshop sessions were approximately an hour in length. Others ranged from 30 min - 2.5 hours.*



# YOUTUBE ANALYSIS

<https://www.youtube.com/fabfndn>

Managed by Norella Coronell, produced by Francisco Sanchez and assisted by Christian Cherene and Adrian Torres. A combination of a unique Zoom Room, OBS Studio, Graphic templates and YouTube LIVE integration.

Metrics July 27- 31, 2020  
YouTube Analytics

## 5 SYMPOSIA

Monday through Thursday we had 4 Fab Symposia with 4 different Hosts: Neil Gershenfeld, Sherry Lassiter, Blair Evans and Tomas Diez. On Friday, we had a Global Fab Day where we highlighted challenge winners and did an event wrap up.

## 30 FAB WORLDS

Short videos that show the power of the Network, from Projects to People and interesting regional community developments.

## 38 SPEAKERS

Covering all continents and broad expertise, providing a wide variety of knowledge, including perspectives from within the Fab Lab Network.

## 10,200 VIEWS

Total number of viewers July 27-31, 2020 from 5 consecutive daily LIVE streams on YouTube

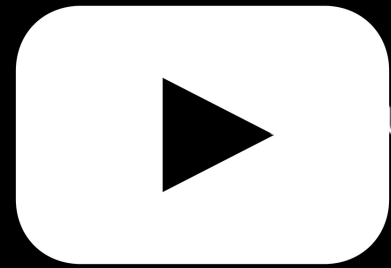


The Fab  
1.31K subs

HOME

VIDE

Welcome to FABxLive!



0:01 / 1:00

## FABxLive - FAB Symposium 2

The FABXLive, this year's global Fab conference that gives us an oppor

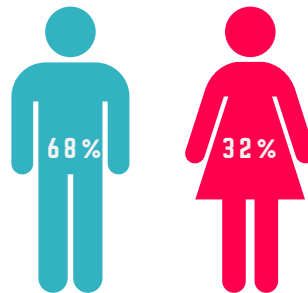
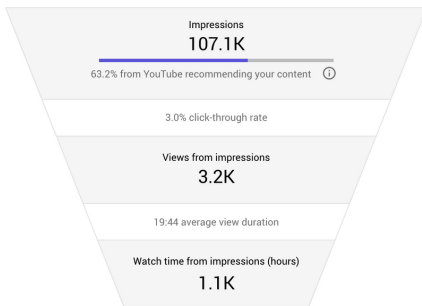




# 107,060 TOTAL IMPRESSIONS

An impression is counted when a video thumbnail is viewed by someone on YouTube.

## IMPRESSIONS AND HOW THEY LEAD TO WATCH TIME

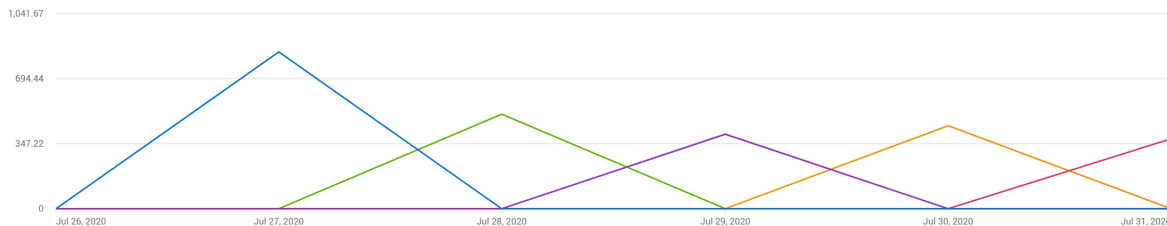


42% OF VIEWERS WERE AGES 25-34

### Top 10 Countries

Country	Views
United States	17.1%
India	5.2%
Spain	4.7%
Brazil	3.9%
Japan	3.9%
Peru	3.8%
Mexico	3.3%
Canada	2.8%
Chile	2.3%
France	2.1%

LIVE views represent the people who watched during the actual live stream time frame, either for the entire live stream or just a portion. The number of views vary depending on multiple factors, including time zones and people finding time to watch during their free time.



DAY 1-GLOBAL COVID RESPONSE- 1,699

DAY 2-COMMUNITY ACTION- 794

DAY 3-REBOOTING ECONOMIES- 712

DAY 4-EMERGENT FUTURES- 807

DAY 5-GLOBAL FAB DAY- 867

Most LIVE Views were on Days 1, 4 and 5

4,881  
TOTAL LIVE VIEWS

YouTube being an easily accessible platform allowed users to watch at anytime, creating an increase on the number of views over time. As of July 31, the total views (live and not live) of the 5 videos increased to 10,200 views.

## TOP VIDEOS JULY 27-31, 2020

Video	Average view duration	Views
1 FABxLive- Fab Symposium   Global Covid Response Jul 27, 2020	18:43 (10.3%)	3,386
2 FABxLive- Fab Symposium   Community Action Jul 28, 2020	26:38 (13.3%)	1,391
3 FABxLive- Fab Symposium   Rebooting Economies Jul 29, 2020	26:12 (12.0%)	1,139
4 FABxLive- Fab Symposium   Emergent Futures Jul 30, 2020	27:51 (11.4%)	1,035
5 FABxLive- Global Fab Day Aug 1, 2020	23:21 (11.9%)	1,023

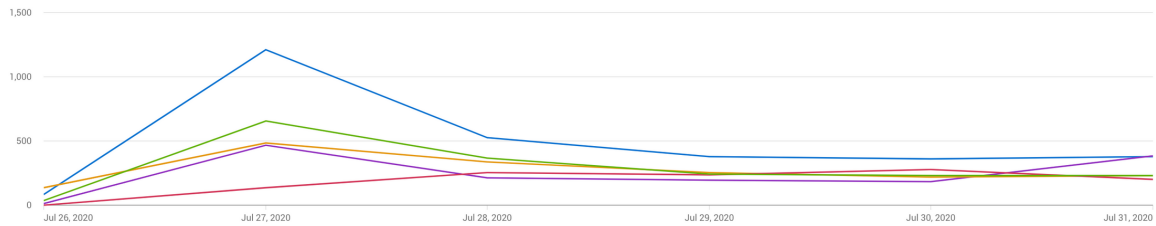
24:33  
MINUTES

AVERAGE VIEWER DURATION

2.6  
TIMES

AVERAGE NUMBER OF VIEWS  
PER VIEWER OF ALL LIVE  
SYMPOSIUMS

# TRAFFIC CHANNELS



29% EXTERNAL

17.5% DIRECT\*

16.5% CHANNEL PAGES

14.3% SUGGESTED VIDEOS

10.9% BROWSER FEATURES

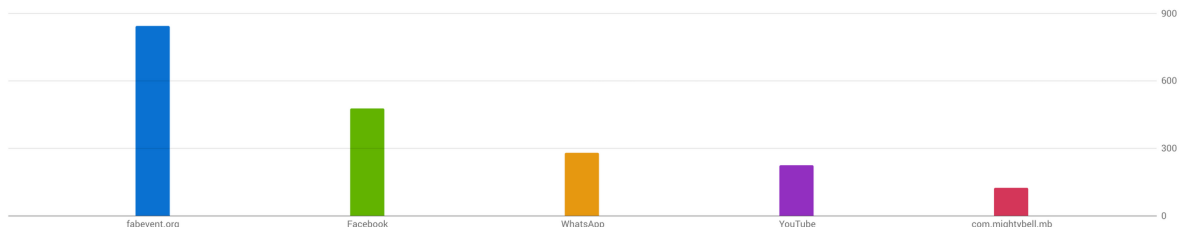
\*Direct Traffic from direct URL entry

**47%**  
TRAFFIC CAME  
FROM YOUTUBE

YouTube has a lot of advantages for self promotion. Within YouTube itself, there are Channel pages, Suggested Videos and Browser features that bring a participant to our Fab Foundation YouTube channel and the LIVE stream FAB SYMPOSIUMS.

YouTube Search occurred with the following words or combinations: *fabxlive*, *fab foundation*, *#fabxlive*, *fabx live*, and *cba live*.

Outside of YouTube, external (2,959) sources moved traffic to our event, as you can see on the graph below:



External sources mainly include our website [fabxlive.fabevent.org](https://fabxlive.fabevent.org) (28.7%), followed by Facebook (16.2%) and Whatsapp (9.5%).

During the week of the event we had a total of +374 new Subscribers to our YouTube channel, bringing our total number of Subscribers to +1.3K by the end of the event.

Participants do not need to be Subscribers to watch our content, although it is encouraged for further engagement. Only 30% of our total Subscribers watched our live stream content. Of all of our viewers, 70% were non-subscribers.

**LIVE CHAT:** Our FABxLive staff engaged with the live chat throughout the LIVE YouTube streams. They would pass all questions to another FABxLive staff member, who would post in the speakers' zoom room for all of the speakers and the moderator to see. This way, the speakers and those watching on YouTube felt engaged with one another. Speakers were also able to go and interact in the actual live chat if they felt so inclined.



# SOCIAL MEDIA ANALYSIS

<https://www.facebook.com/fabfndn/>  
<https://www.instagram.com/fabfndn/>  
<https://twitter.com/FabFndn>

Social Media Platforms were a way to drive traffic to our main channels: our website, community platform and LIVE Stream. Managed by Norella Coronell and supported by Anastasia Pistofidou and Adrian Torres.

Metrics from July 1 - August 8, 2020  
Instagram, Facebook, Twitter, Google Analytics and Youtube Analytics.

## 125.5K IMPRESSIONS

Number of times our content was displayed, whether it was clicked on or not.

## 76.3K REACH

Total number of unique accounts that viewed our posts and stories.

## 56.4K ENGAGEMENTS

The number of public shares, likes and comments for our business's online social media efforts.

\*All numbers represent the maximum number on a single post



Fab Foundation

@fabfndn

Learn More



Publish



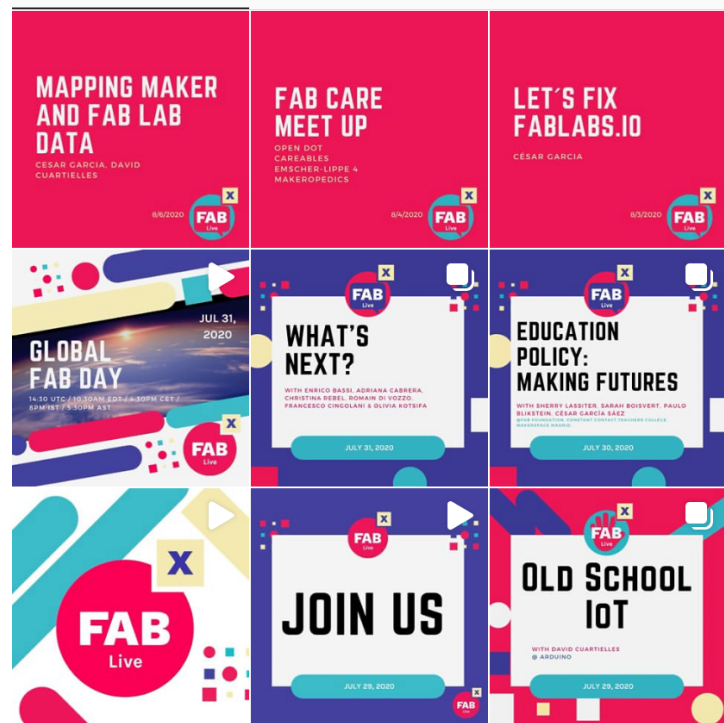
Photo



Promote



View as



Tweets

Tweets & replies

Media

Likes

★ Pinned Tweet



Fab Foundation @FabFn... · 09/07/2020

Join us at #FABxLive

[fablive.fabevent.org](https://fablive.fabevent.org)

Save the date: JULY 27-31, 2020 & meet the #FabLabNetwork with more than 2,000 FabLabs Worldwide! --Register, Apply and Participate NOW! #FabFndnNews #FABEvent #Community #Economies #Future #Event2020



# 162 TOTAL POSTS ON SOCIAL MEDIA

Crossing information between Social Media Platforms and Analytics, we discovered that Facebook is the main reference point for social media postings in our community base, with a mix of posting between Instagram and Twitter as well depending on the content. Other platforms drove traffic to the community platform. As you can see on the table below.

1.	Facebook	595	63.84%
2.	Twitter	148	15.88%
3.	Instagram Stories	72	7.73%
4.	YouTube	51	5.47%
5.	Instagram	32	3.43%

Social Traffic example for fabxlive.fabevent.org

## 3,709 USERS CAME TO FABXLIVE PLATFORMS FROM SOCIAL MEDIA LINKS

Social Media Platforms	Community Platform	Website	YouTube
Facebook	1,413	595	791
Instagram	121	148	26
Twitter	75	104	93
LinkedIn	262	--	81

Our Analytics metrics show that Social Media traffic and Referrals provided the most common paths of interaction as follows:

Facebook: fabxmember.fabevent.org -> YouTube -> Website

Instagram: fabxmember.fabevent.org -> Website -> YouTube

Twitter: Website -> YouTube -> fabxmember.fabevent.org

LinkedIn: fabxmember.fabevent.org -> YouTube

### MOST COMMON COMMUNICATION PATH PLATFORM -> YOUTUBE -> WEBSITE

LinkedIn was a higher traffic source than anticipated, more than Instagram and Twitter.

# 9.2%

### USERS CAME FROM LINKEDIN

Compared to 75.4% from  
Facebook

# COLLABORATOR ANALYSIS

<https://www.3ds.com/>  
<https://www.solidworks.com/>  
<https://www.chevron.com/>  
<https://www.brother-usa.com/home/crafts-to-do-at-home>  
<https://forestscientific.com/>

We were very fortunate to have engaging, supportive collaborators for our online event. Collaborator sessions were held throughout the conference allowing participants 1:1 interactions with our collaborators and learn about their software, machines, and community engagement. These sessions were provided through Zoom rooms, coordinated by Anastasia Pistofidou and Rebecca Ottinger.

Metrics from July 27- 31, 2020  
Zoom Rooms and Registrations.

## 15 SESSIONS

Between all of our collaborators. 4 hosted by Brother, 3 by Chevron, 2 by Solidworks (plus 3 workshops), and 1 by Forest Scientific.

## 415 REGISTRATIONS

Total number of zoom registrations in our collaborators sessions.

## 100 DAILY ENGAGEMENTS

Average of all the collaborators sessions during the week of July 27-31, 2020.

**brother**  
at your side

**3S DASSAULT  
SYSTEMES**

**3S SOLIDWORKS**

**3DEXPERIENCE® Lab**



**Human Energy™**



# CONCLUSIONS

*We had a combination of 3 different platforms between our [fablive.fabevent.org](https://fablive.fabevent.org) website, [Fabxmembers](https://fabxmembers.com) platform (rebranded Aug 2020 <https://live.fablabs.io> in use by a broader audience) and YouTube Channel. There are key lessons we can take away for each platform.*



## WEBSITE AS A HUB

Direct links all came from our [fablive.fabevent.org](https://fablive.fabevent.org) website, as well as information regarding speakers.

## ATTENDEES SPENT MOST OF THEIR TIME DURING THE WEEK ON OUR COMMUNITY PLATFORM

The [Fabxmembers](https://fabxmembers.com) platform became the general conduit for all information during the event.

## PLATFORM TRAFFIC CAME MOSTLY FROM MAILCHIMP

Mailchimp campaigns served to drive participants to the [Fabxmembers](https://fabxmembers.com) platform.

## YOUTUBE WAS AN EASY AND ACCESSIBLE PLATFORM DURING THE FAB SYMPOSIUMS

YouTube viewership was higher than the platform or event subscribers. This points to a good way to get new, broader audiences and potentially new subscribers.

## SOCIAL MEDIA CHanneled TO OUR PLATFORMS

Social media platforms can help drive your audience to other platforms as long as they provide a unique value.



# EVENT HISTORY

Every year for the last 16 years, the FABX International Digital Fabrication Conference has brought together an average of 758 participants from 55 different countries around the world for a week of engaging discussions and activities. Fab Lab Network members from more than 2,000 Fab Labs have gathered to share, discuss, collaborate and create community, locally and globally, around digital manufacturing, innovation, technology, and social impact. Since 2005, this has been the biggest International Digital Fabrication Conference, or as we call it, FABXEvent in the world.

The conference takes place in a different part of the world every year, depending on the host lab and city that wins the opportunity for that year. This event is normally co-hosted by The Fab Foundation, the Center for Bits and Atoms at MIT and a Local Host (FAB16, Montreal), driving and organizing activities and hosting the Academany Graduation, our international education programs.



represent the average change between the last three in-person FABX events: FAB13 Chile, FAB14 France and FAB15 Egypt, compared with results from the FABxLive online event.



## **+265% PARTICIPATION**

Increased participation throughout our platforms. Being online really helped us to be more inclusive.

## **+167% REACH**

The online presence let us reach more countries worldwide than ever before, reaching a total of 92 more countries this year than in past years.

## **-60% LEADING TEAM**

Given we did not have a 'host country' this year, our leadership team was much smaller. However, having an experienced, proactive team with strong problem-solving skills allowed us to put on an incredible conference.

## **-66% VOLUNTEERS**

Usually we have a large number of in-person volunteers that engage in workshops and a variety of roles. This year, the International volunteers were virtual and fewer, but they were highly engaged and highly effective during the week.



On average the number of activities during the week stayed about the same, 60 sessions during the week.



X

**FAB**

Live

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