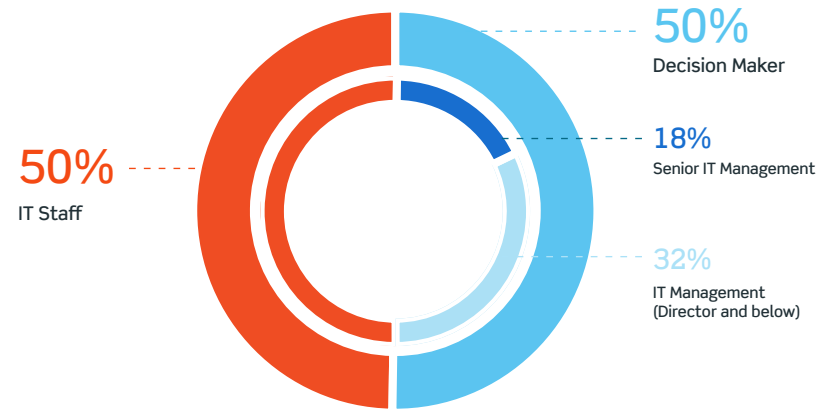
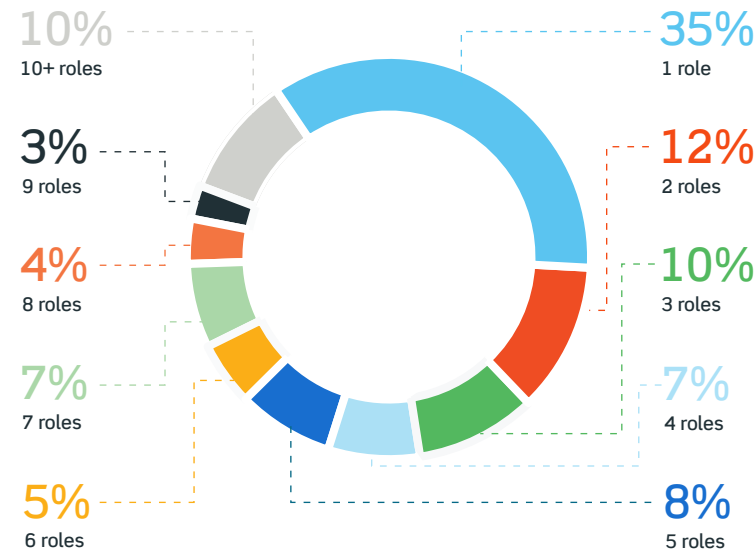


AUDIENCE STATISTICS

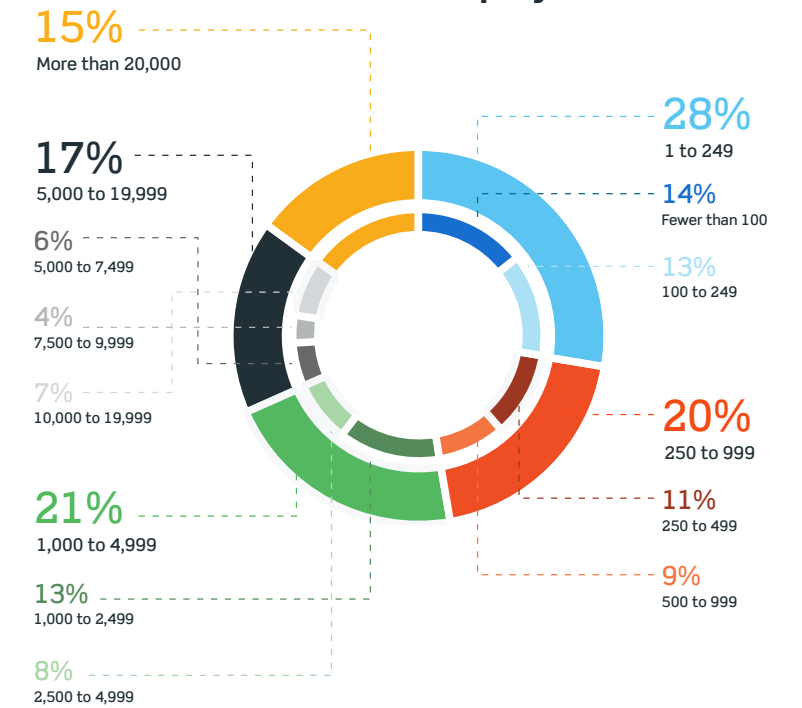
General Role



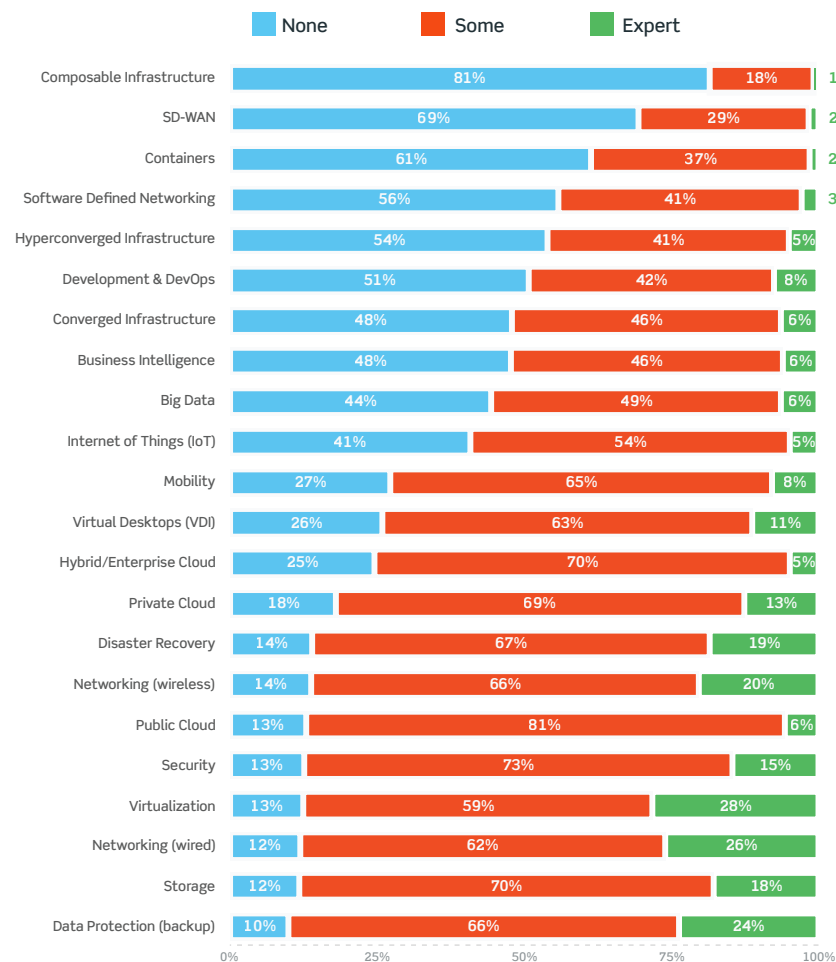
Number of Roles Performed



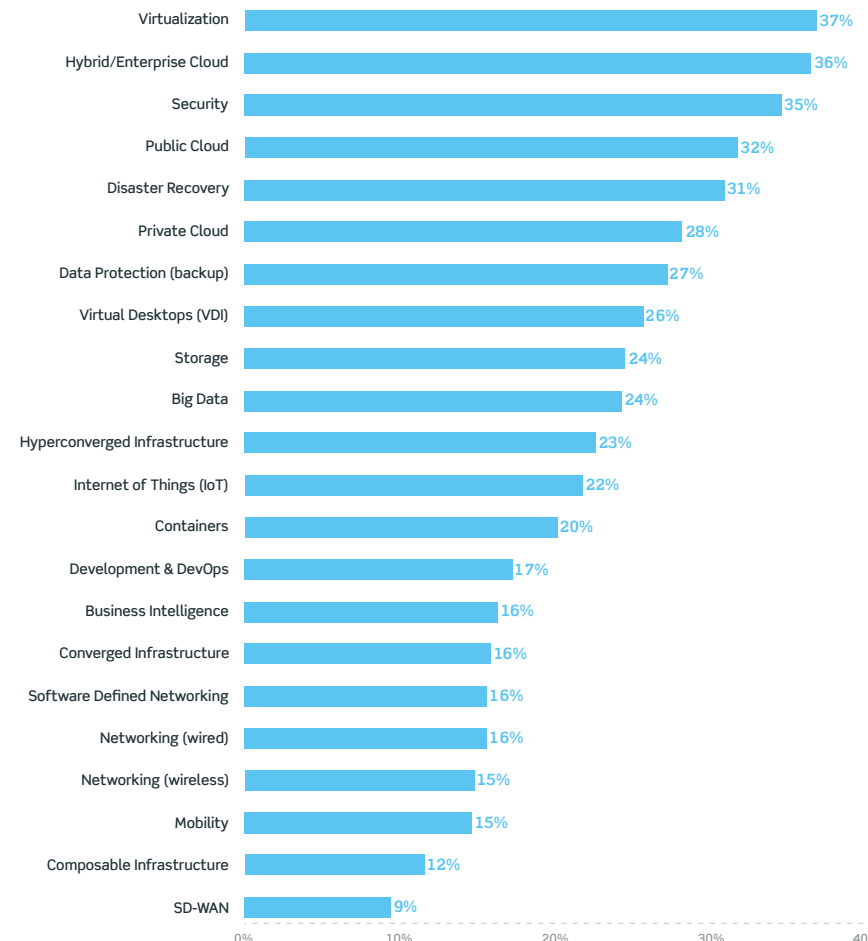
Number of Employees



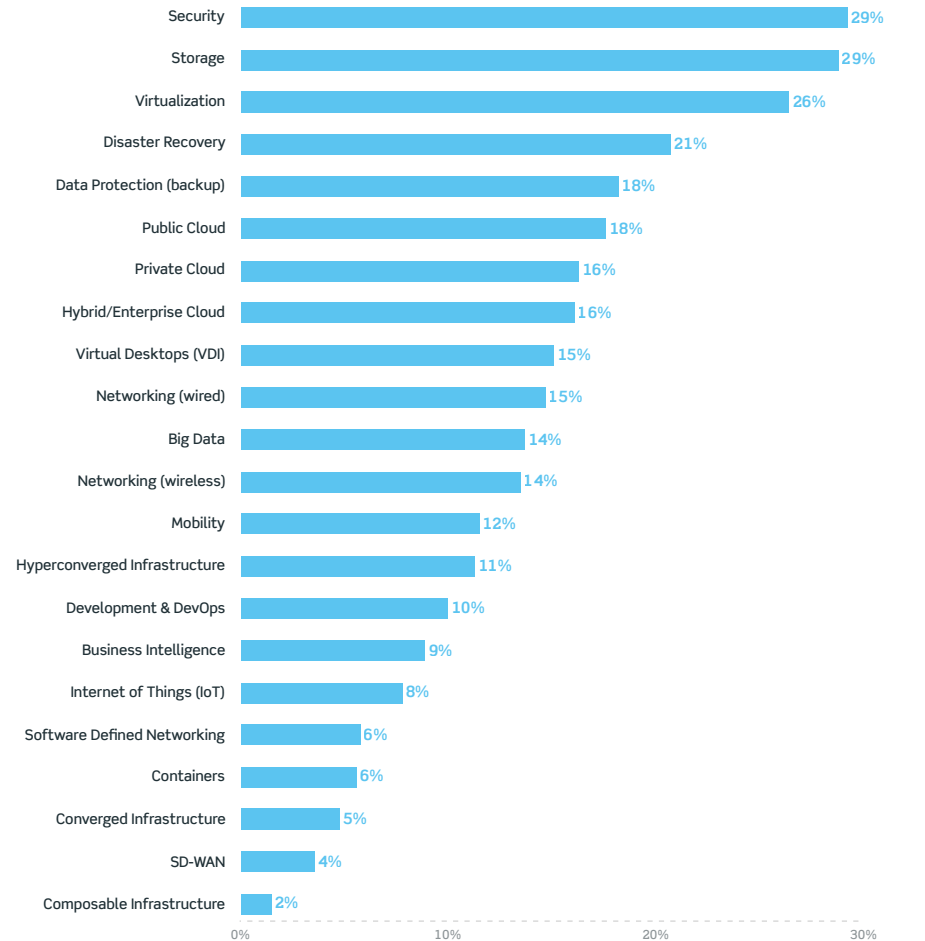
Describe your knowledge levels around the following technologies



Which would you like to learn more about over the next twelve months?



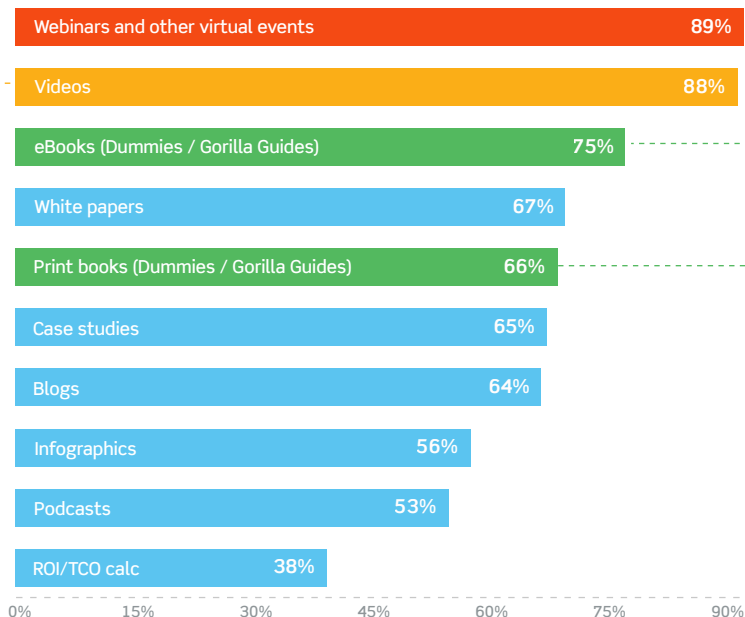
Over the next twelve months, what areas will you be upgrading?



EDUCATION NEEDS

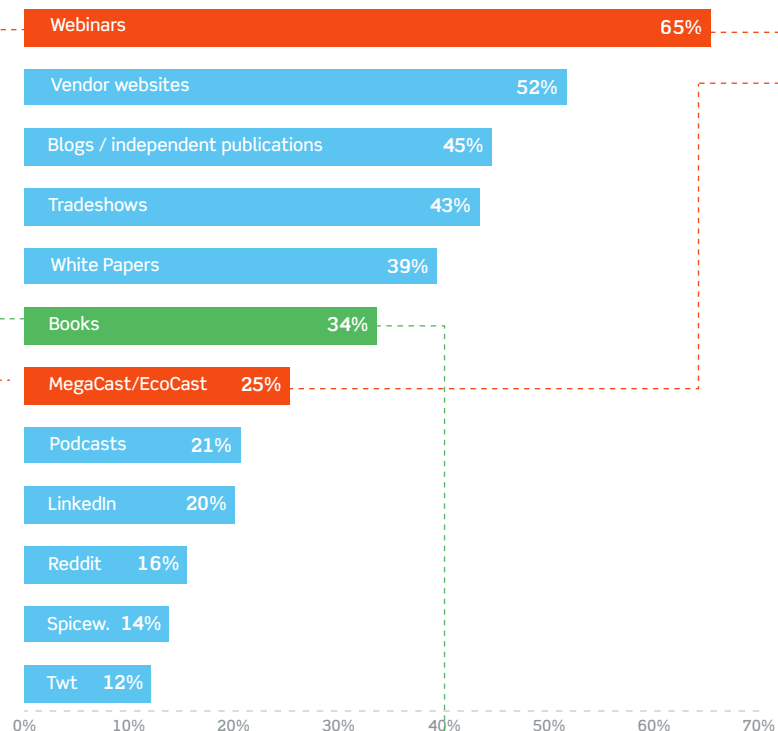


When learning about a new area of interest, how useful do you find the following types of content?



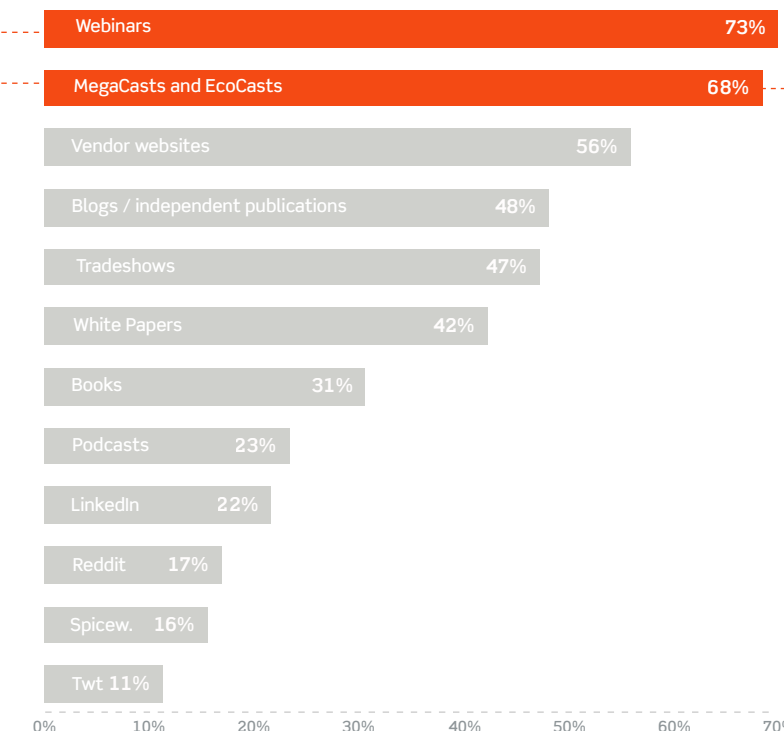
Where do you learn about new technologies?

(no filter; all respondents)

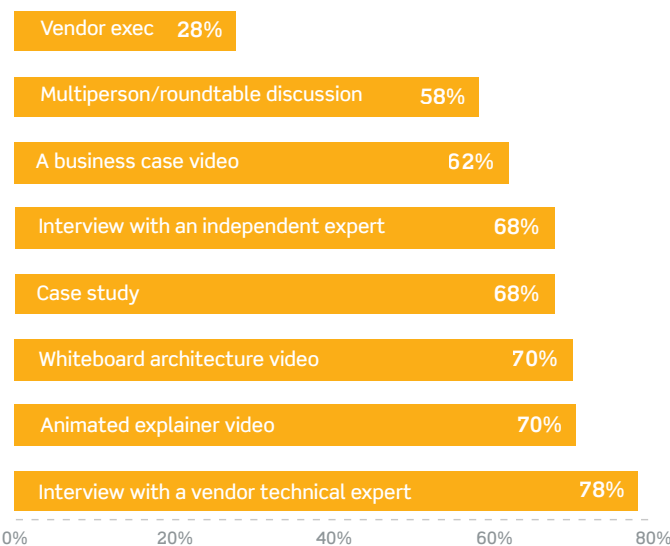


Where do you learn about new technologies?

(filter: Respondents that have attended a MegaCast)



Usefulness of video type for evaluating technology or vendor solution

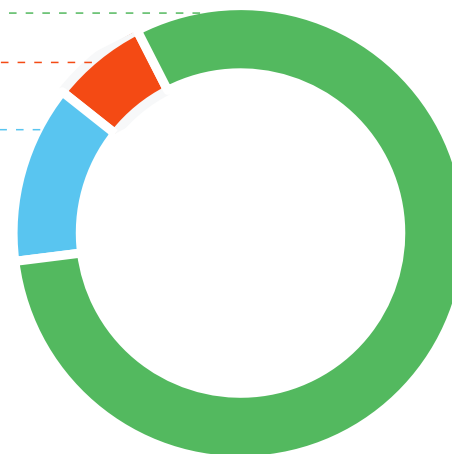


What are your thoughts on short printed books you are given at trade shows?

81%
I read them and find them useful

13%
I don't read them or don't find them useful

7%
I prefer an ebook



QUICK TAKEAWAYS

Among respondents that have attended a MegaCast, 68% said that they use MegaCasts as a primary way to learn about new technologies

Although respondents don't seek out books as a source of learning about new technologies, when they're presented to them, a staggering 81% find short printed books useful

Current knowledge, desired knowledge, and organizational plans are not, individually, good markers for education needs, but taken together, these data points tell a story about where marketers may want to spend their time and budget in 2021.

[Schedule a call with ActualTech Media](#)