

# Content is King! Speaker Faculty Deciding Factor for Event Attendance

73% of surveyed participants evaluate the speakers as one of their top three most important factors when deciding on an event.

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Source: TechValidate survey of 22 participants of Executive MindXchange



TechValidate  
by SurveyMonkey

✓ Validated

Published: Apr. 20, 2015 TVID: 590-F84-E9E