CHDC
CENTRAL HIGHLANDS
DEVELOPMENT CORPORATION

AGTECH26

AT A *glance*

400+
Attendees

180+
Students
(of total attendees)

18
Exhibitors

19
Speakers

Technology demonstrations voted the most valued component

New partnerships, collaborations and adoption opportunities

Increased awareness of emerging technologies

Strong satisfaction and engagement

SURVEY *respondents*

24% Producers	**24%** Agribusiness representatives	**20%** Technology providers
16% Researchers	**9%** Government representatives	**7%** Other industry stakeholders

"Thank you for running such a successful and engaging event, I can't wait until AGTECH28."

MOST *valued*

- **17%** Keynote Presentations
- **32%** Exhibitor Displays
- **41%** Panel Discussions
- **17%** Workshops
- **64%** Technology Demonstrations
- **52%** Networking Opportunities

"The panel format helps tease out different perspectives and practical insights."

- **94%** Satisfied with their AGTECH26 experience
- **87%** Increased awareness of emerging agtech
- **83%** Likely to apply what they learned
- **97%** Made new professional connections

All percentages reflect responses from 77 post-event survey participants.

"I loved the paddock vibe and seeing technology displayed in working conditions."

See it in action: watch the AGTECH26 event video at chdc.com.au/events/agtech26

SOCIAL *Media*

CHDC PUBLISHED

60 organic posts on

and **25+ posts** from supporters such as **CHRRUP** and **AusAgritech**

The posts with the largest coverage in the lead-up to AGTECH26:

photos of new cattle yards

2.7K
(accounts reached)

a post promoting a radio interview

463
(impressions recorded)

Three Facebook ads collectively reached more than

25K ACCOUNTS

Event photos posted during and after the event were the highest performing, reaching nearly

4K ACCOUNTS

ONLINE *Advertising*

Advertising on Queensland Country Life's extended digital network achieved more than

40.2K
impressions

& **0.16%**

click-through rate (more than three times the general industry benchmark)

ELECTRONIC DIRECT MAIL

Three email campaigns promoting AGTECH26 were sent to 1,245 subscribers, with open rates exceeding

40%

WEBSITE

The AGTECH26 event page was the **most visited page** on the CHDC website (excluding the homepage) over the past 12 months, recording more than

3.3K views

15% increase on the AGTECH24 page's performance.

OTHER *Promotion*

Event liftout (12pg) in Queensland Country Life and ALFA (Australian Lot Feeders Association) Journal

Newspaper advertising in Emerald Today

Radio advertising on the Resonate Radio Network, including 4HI Emerald

Radio interviews on Rural Queensland Today (x2) and 4HI

Stories in Emerald Today and Central Highlands Regional Council e-news bulletin (x2)

Inclusion in CHDC **slideshow** displayed at Emerald Airport and CHDC reception

Brief **YouTube video**; and event listing on CHDC's Google Business and Apple Connect accounts

Post-event stories broadcast on 7 News Central Queensland and published in Emerald Today

Central Highlands Development Corporation

Postal Address
PO Box 1425
Emerald Qld 4720

Office Address
76 Egerton St
Emerald Qld 4720

T 07 4982 4386
E enquiries@chdc.com.au

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