

# DETROIT TECH FEST

by the numbers\*



\*100% guesses based on little to no evidence

## ACTUALLY FUN:

**99%**

People who report having a great time (the 1% cite allergic reactions to peanuts, speeding tickets on the way, or break-up texts received at the event)

## HIGH PRIORITY:

**100%**

Folks who report they'd skip a meeting or meaningful life event to get to a Tech Fest

## BEST CAREER MOVE:

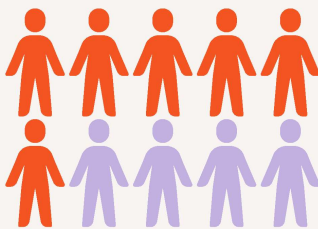
**95%**

People who assert that this is the best thing they ever did for their career

## HOT GOSSIP:

**83%**

Percentage of attendees who have learned juicy industry news at an event that made work super-fun the next day



## SNORTED:

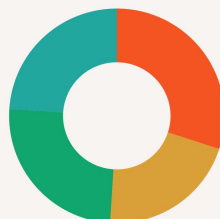
**6 OUT OF 10**

Attendees of a Tech Fest who report cracking up so hard, they have snort-laughed or spit out a beverage

## WHY PEOPLE LOVE TECH FEST

No insufferable ice-breakers  
24%

Meeting new friends  
30%



FREE food & drinks  
25%

Career connections  
21%