

## WHO ATTENDS<sup>1</sup>



**580**  
ATTENDEES  
FROM  
**300+**  
COMPANIES

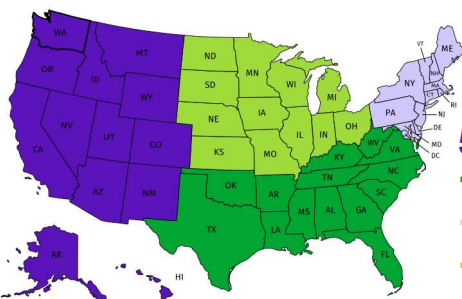
**48%**  
Human Resources  
and SPA

**21%**  
Accounting/  
Finance

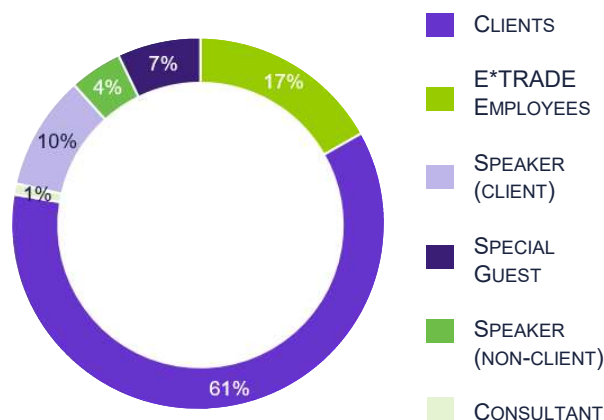
**20%**  
Equity  
Compensation

**11%**  
Payroll & Legal

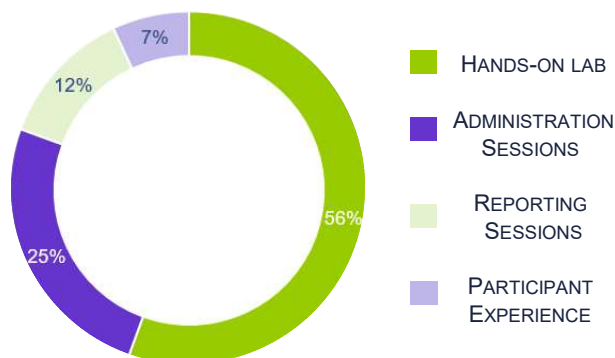
**44%** FROM SENIOR TO  
EXECUTIVE LEVEL



## ATTENDEE BREAKDOWN<sup>1</sup>



## SESSION BREAKDOWN<sup>2</sup>



## CONFERENCE EXPERIENCE<sup>3</sup>



**99%** LIKELY TO RECOMMEND

**96%** POSITIVE OVERALL EXPERIENCE

**93%** USEFULNESS OF SUBJECT MATTER AS **VERY GOOD/ EXCELLENT**

“The breakout sessions were all **excellent** and everyone was engaged in the conversations making the information much more beneficial.”

**96%**  
Positive Rating of  
Networking Events

**96%**  
Positive Rating of  
Keynote Speakers

**94%**  
Of Attendees Likely to  
Attend Directions  
2019

“The dinner parties were **amazing** and there were a lot of opportunities for **networking** and learning about other companies and their processes. Also the location was **fantastic**.”

1. 2018 E\*TRADE Directions registration data.
2. 2018 E\*TRADE Directions agenda.
3. 2018 E\*TRADE Directions post-conference survey.

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