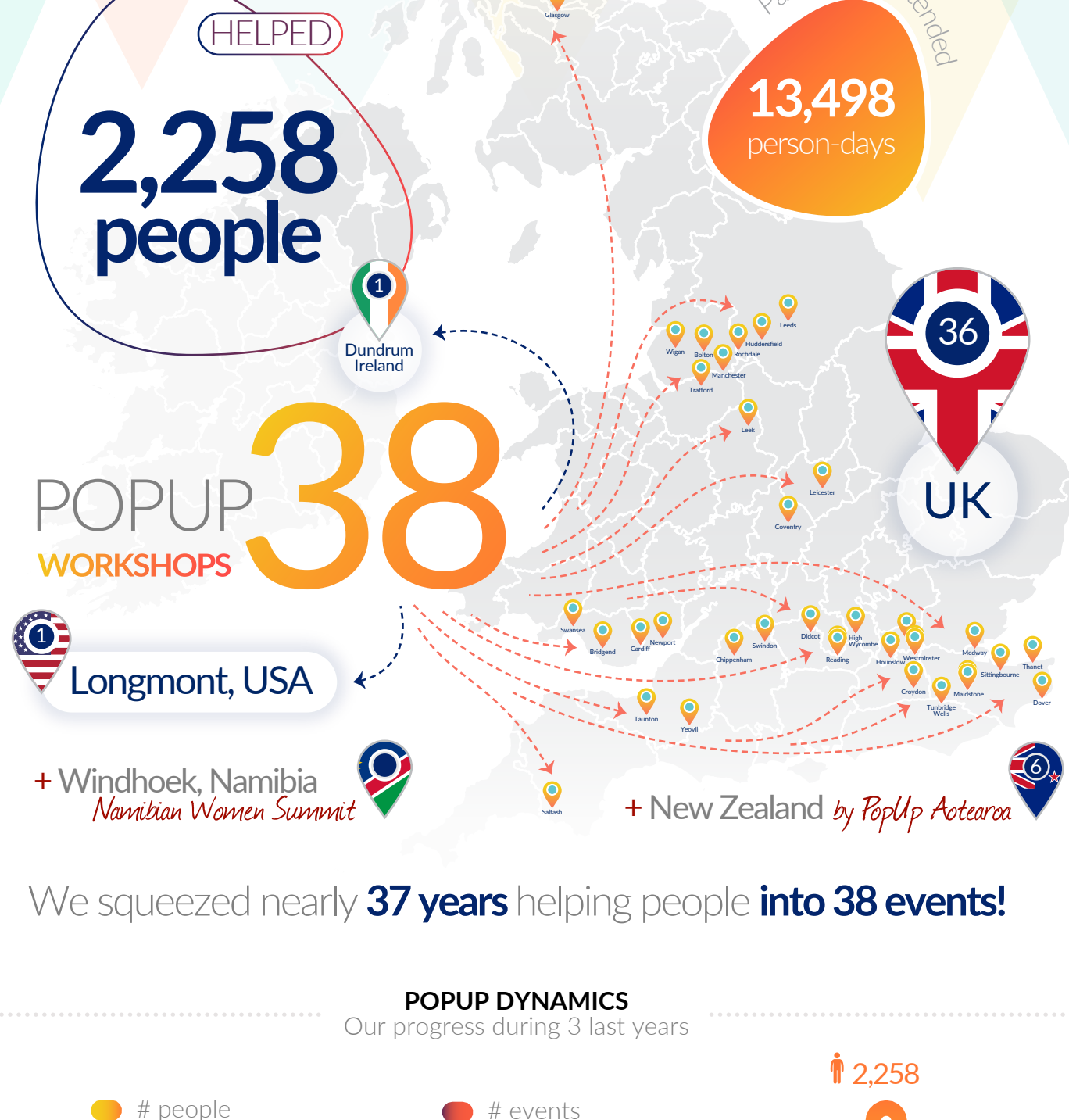


2018 EVENTS



We squeezed nearly **37 years** helping people **into 38 events!**

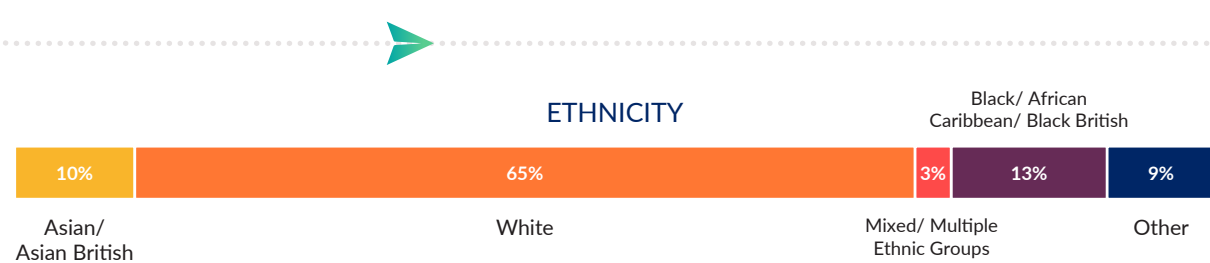
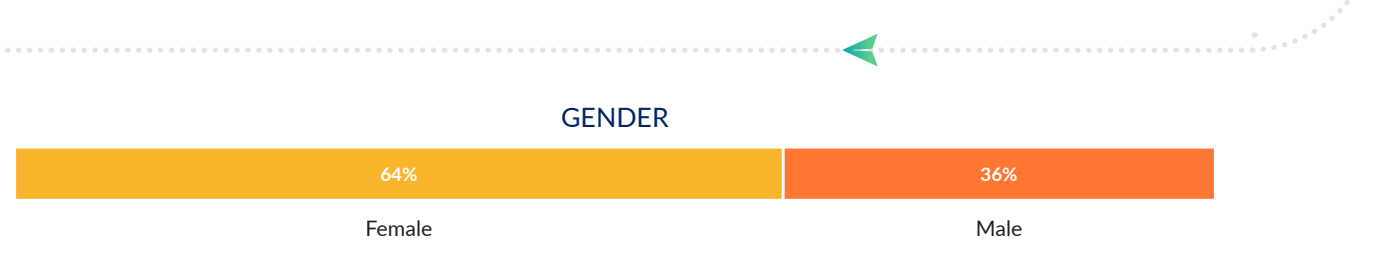
POPUP DYNAMICS

Our progress during 3 last years



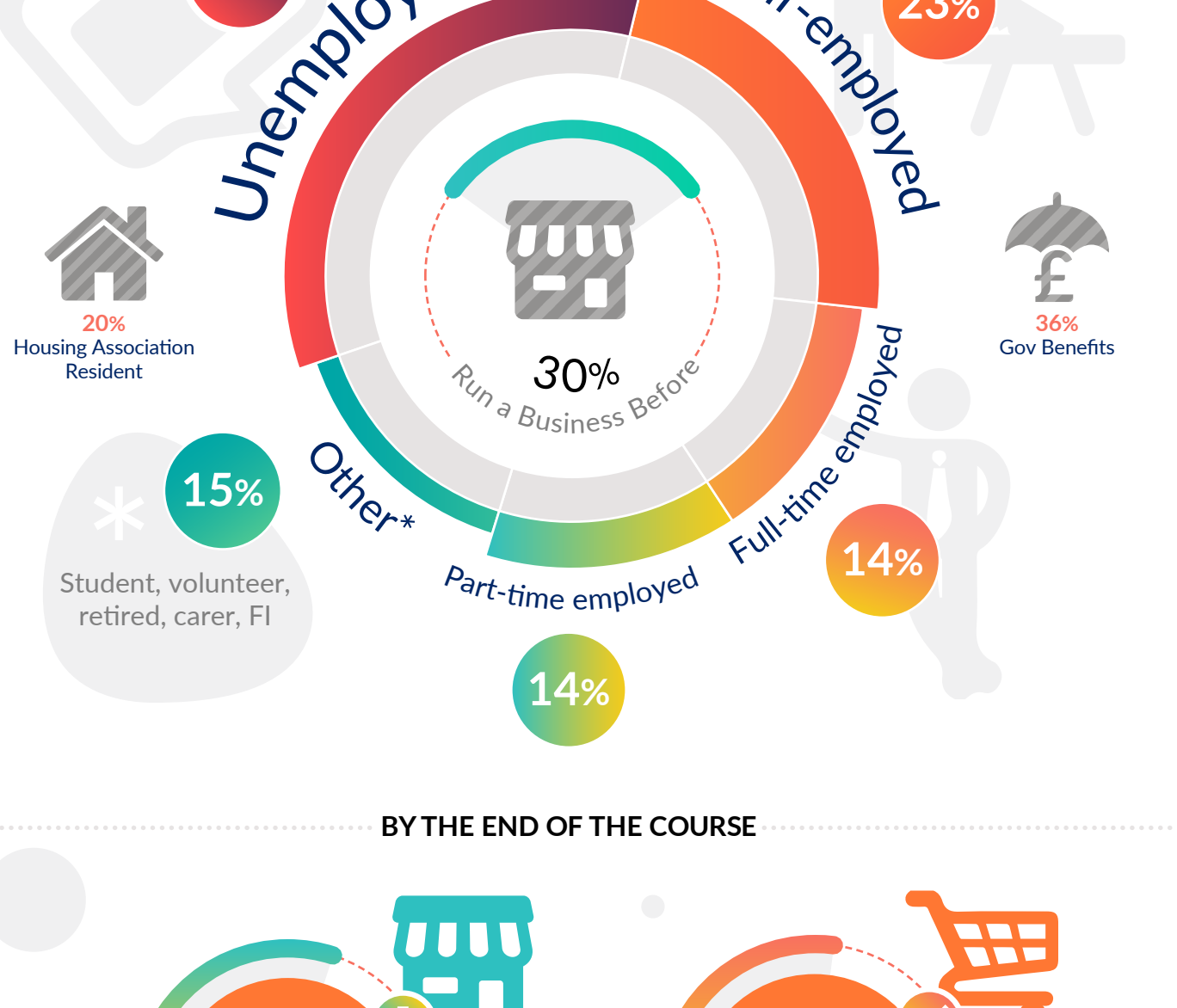
WHO CAME

to the PopUp events led by the UK team in 2018



EMPLOYMENT STATUS

at beginning of course



BY THE END OF THE COURSE



HOW DID PEOPLE HEAR ABOUT US?



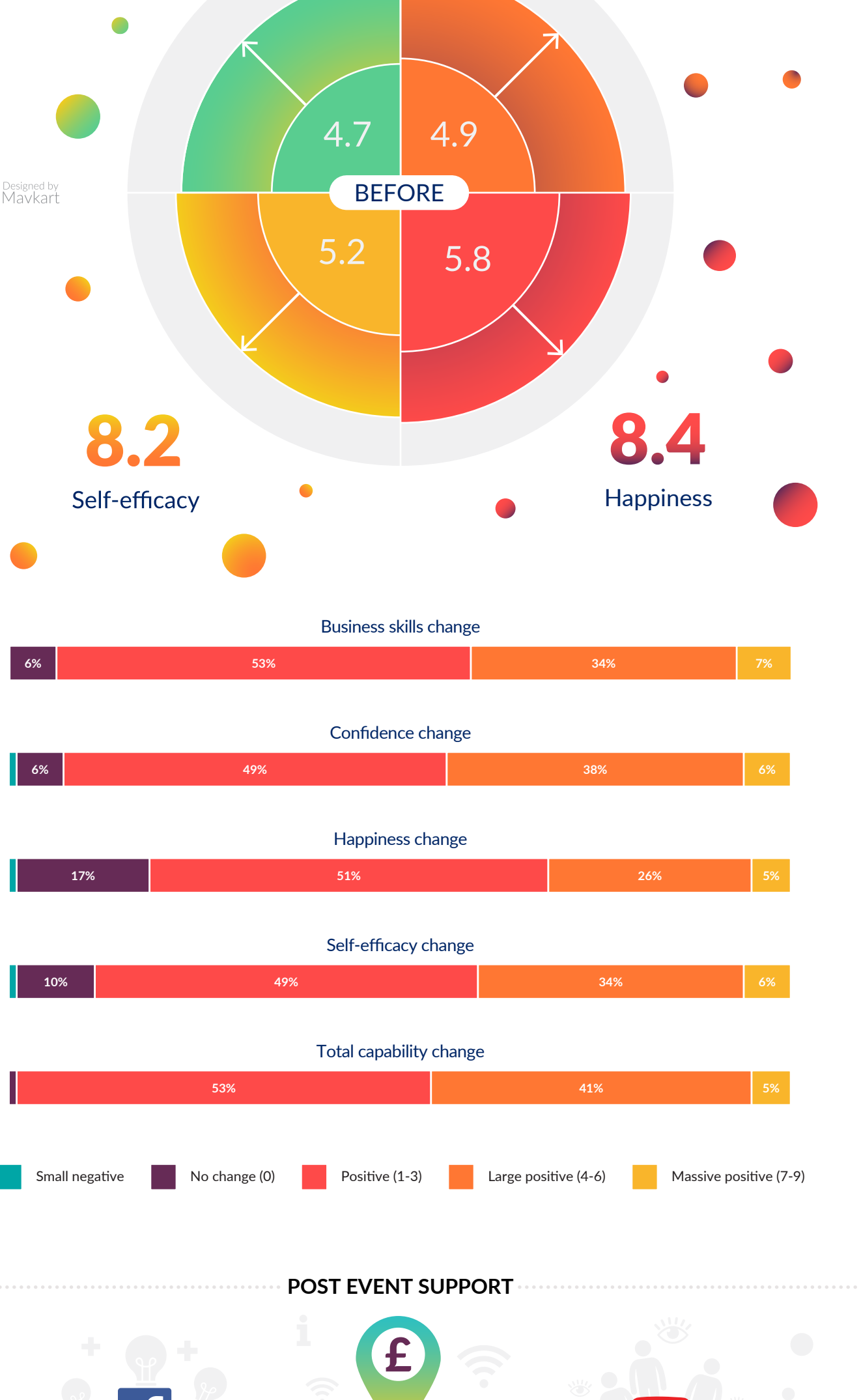
ECONOMIC & SOCIAL IMPACT



*The economic impact numbers here are based on the results we achieved following a series of large events in Reading, Berkshire and an 18 month longitudinal study we performed there. Above numbers do not include events in Ireland, USA or anywhere outside the UK.

IMPACT ON CAPABILITIES

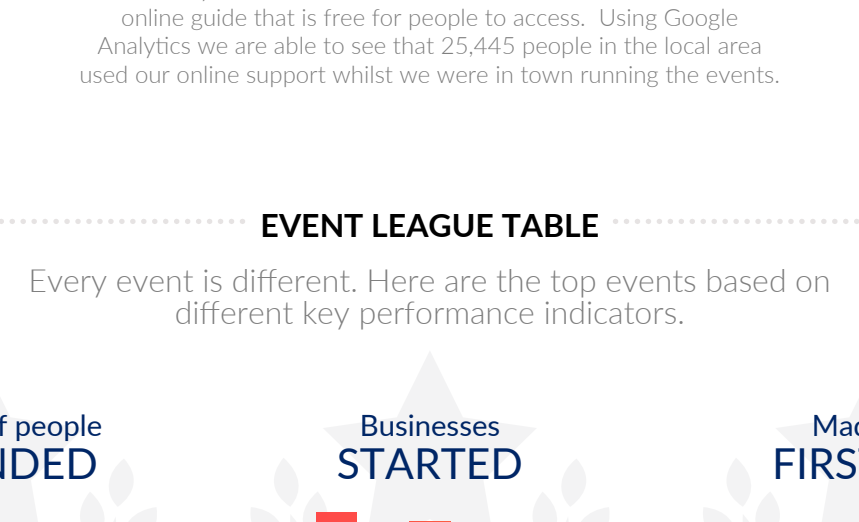
We asked participants to self-assess their confidence, happiness, self-efficacy and business skills out of 10 before and after each PopUp event, so we can track the impact of each course. The diagram below shows the average impact on participants across all of our events.



POST EVENT SUPPORT



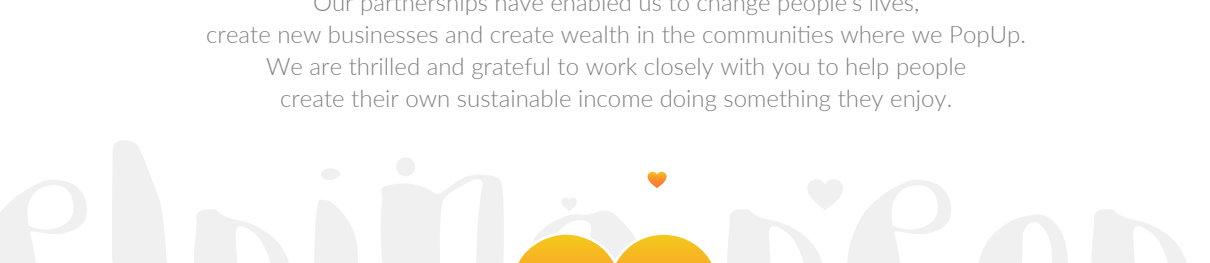
ONLINE IMPACT



Not everyone can make it to the events we run so we have an online guide that is free for people to access. Using Google Analytics we are able to see that 25,445 people in the local area used our online support whilst we were in town running the events.

EVENT LEAGUE TABLE

Every event is different. Here are the top events based on different key performance indicators.



MESSAGE TO PARTNERS

Our partnerships have enabled us to change people's lives, create new businesses and create wealth in the communities where we PopUp. We are thrilled and grateful to work closely with you to help people create their own sustainable income doing something they enjoy.

