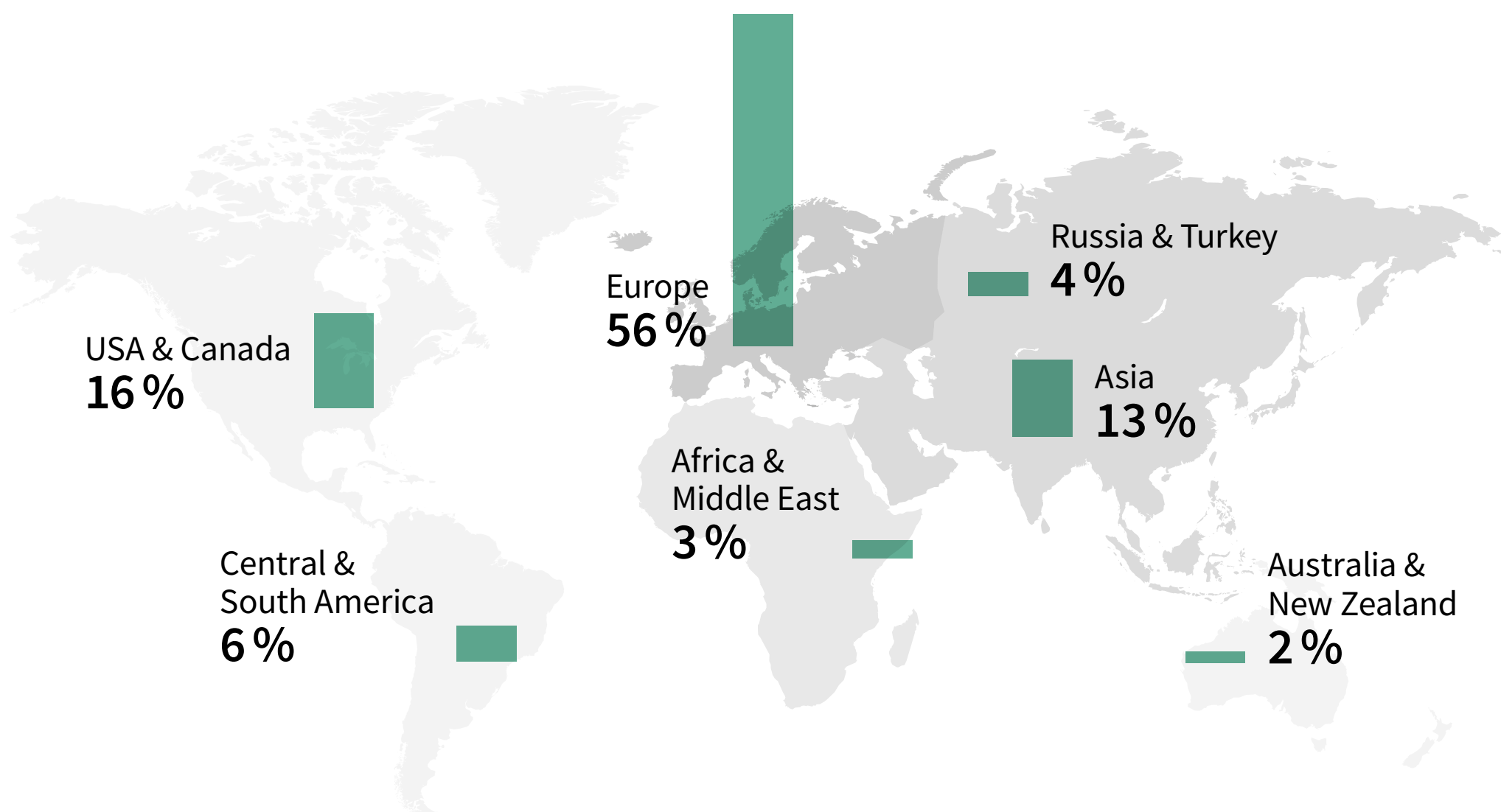


CLOSING CONFERENCE REPORT

Audience Demographics

170+ Attendees **30+** Countries **150+** Submissions



PROMOTION

Online Campaign

- 8 email campaigns (November 2017 – January 2018).
Estimated reach \approx 10,000 emails sent in each campaign.
- Conference listed in the website of MDPI journal *Entropy*, different events promotion sites, and issue release email.
Estimated reach \approx 20,000 people.
- Promotional posts/ads on our official websites (mdpi.com, sciforum.com) and different online directories.
Estimated reach \approx 70,000 people.
- Promotion on social networks (Twitter, LinkedIn, Facebook).
- “Save the date” email signature used by the assistant editors of *Entropy* journal and related MDPI journals.

Media partner:



Offline Campaign

- Invitations sent to *Entropy* Editorial Board Members.
- Printed posters sent to Editorial Board Members and invited speakers by post.
- Posters hung in universities and institutes in Barcelona and Lleida.

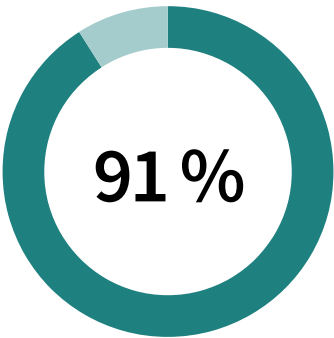
Sponsor



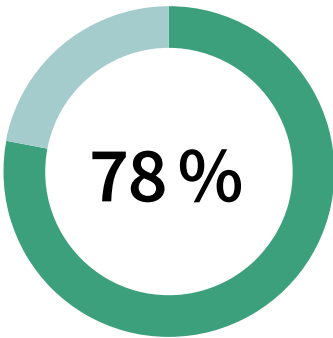
$$H(\mathcal{Z}) = - \sum b^i \log_2 b^i$$

$$D^{KL}(p/q) = \int \log(\frac{p(x)}{q(x)}) p(x) dx = \int \frac{p(x)}{q(x)} \log(\frac{p(x)}{q(x)}) q(x) dx$$

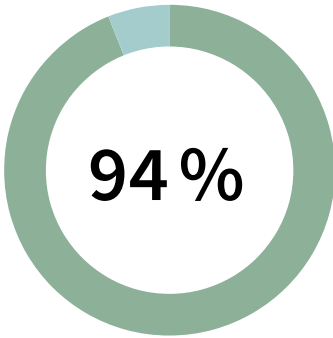
ATTENDEES SATISFACTION SURVEY



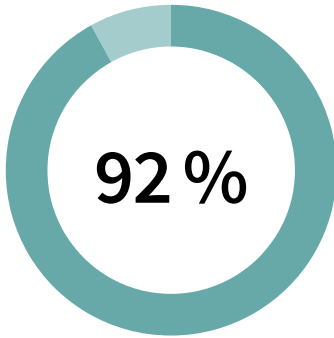
rated the event
"high or very high quality"



would recommend the
event to their colleagues



would attend the next
edition of the conference



stated that the event fulfilled
their reasons for attending

Testimonials

"Good job!"

"Thank you for excellent conference organizing!"

"I was impressed by the scientific quality of the conference."



Follow us on twitter: @Entropy_MDPI



Check the conversation: #Entropy2018



entropy2018-1.sciforum.net



entropy2018@mdpi.com