



R-Ladies Event Analytics

Understanding Event Patterns and Formats

R-Ladies Global

2025-10-22

Table of contents

Executive Summary	1
Event Timing Patterns	2
Day of Week Distribution	2
Time of Day Patterns	3
Seasonal Trends	4
Event Format Analysis	5
Virtual vs. In-Person Distribution	5
Event Duration Patterns	6
Geographic Distribution	7
Event Type Distribution	8
Recommendations for Organizers	8
Timing Optimization	8
Format Selection	8
Duration Guidelines	8
Event Series Ideas	9

Executive Summary

This report analyzes event characteristics across the R-Ladies network to identify successful patterns and guide organizers in planning effective events.

- **Events analyzed (last 12 months):** 309
- **Virtual events:** 68.3%
- **Average event duration:** 3.2 hours
- **Chapters hosting events:** 77



Event Timing Patterns

Day of Week Distribution

Events by Day of Week (Last 12 Months)

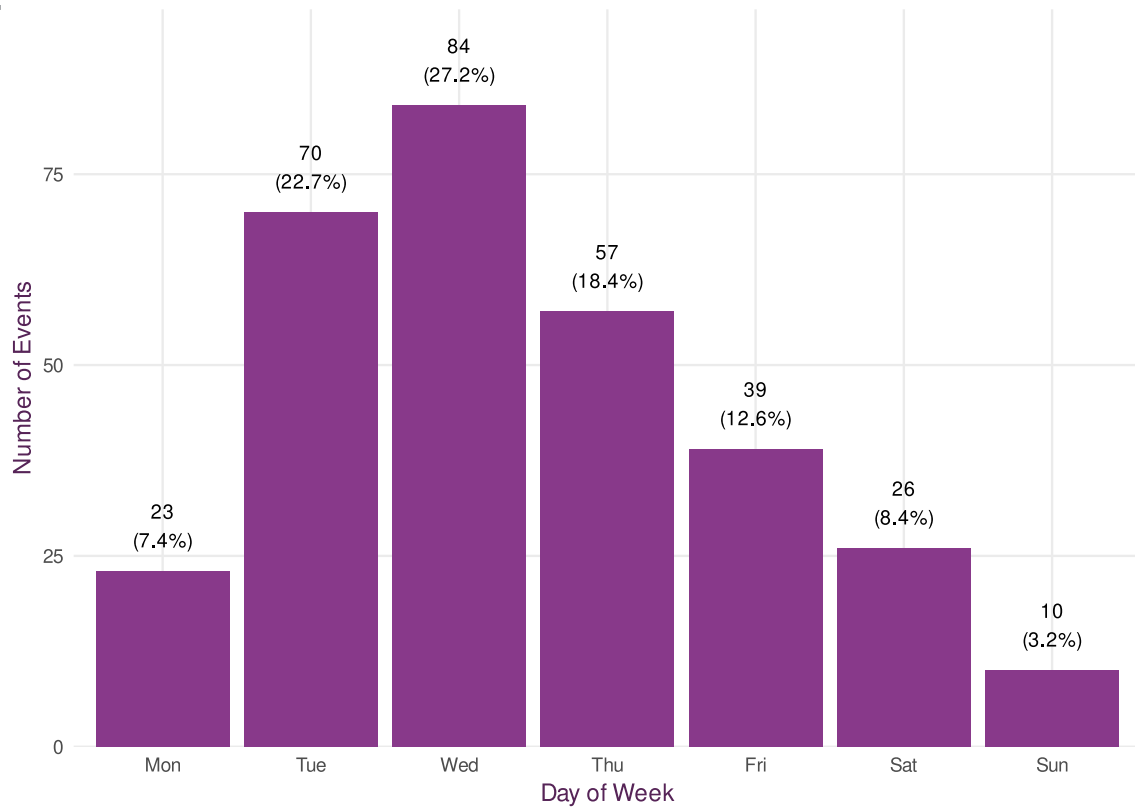


Figure 1: Event distribution by day of week

Wed is the most popular day with 84 events (27.2%). Weekend events represent 11.7% of all events.



Time of Day Patterns

Event Start Times (24-hour format)

L2

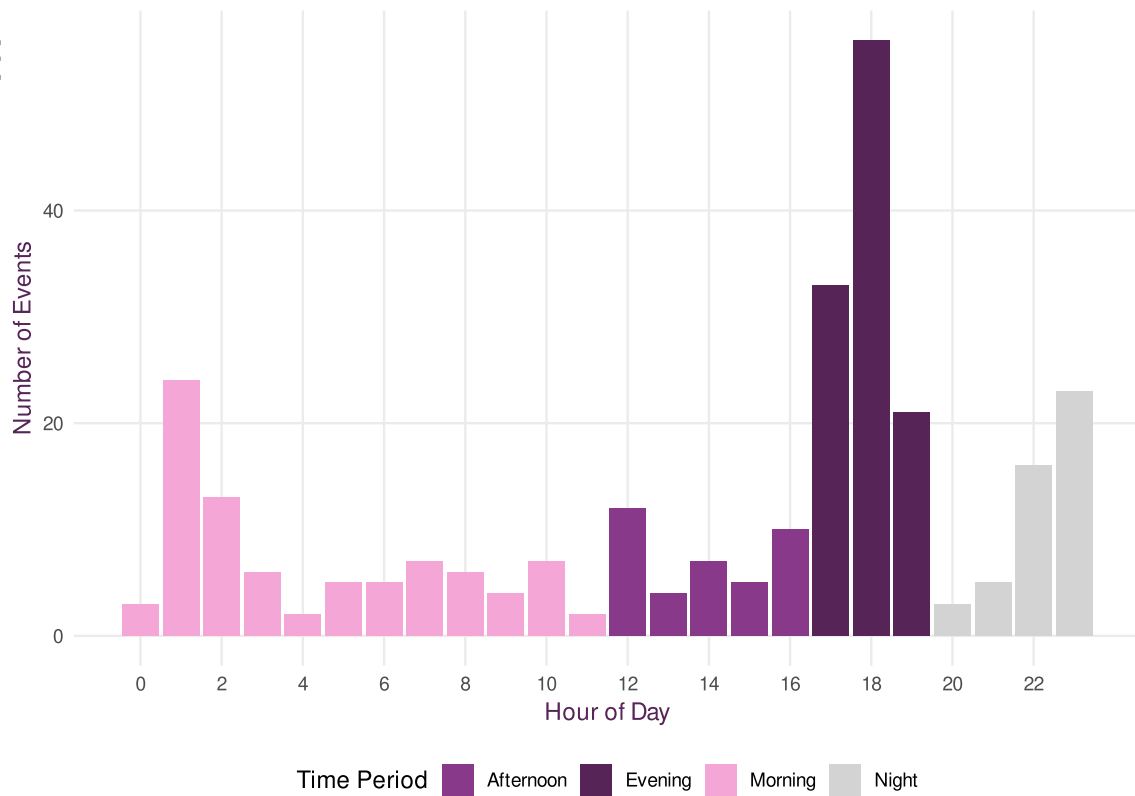


Figure 2: Event start times throughout the day

The peak hour is **18:00** with 56 events. Evening events (17:00-20:00): 110, business hours (9:00-17:00): 51.



Seasonal Trends

Average Events per Month (Last 2 Years)

Dashed line shows overall average

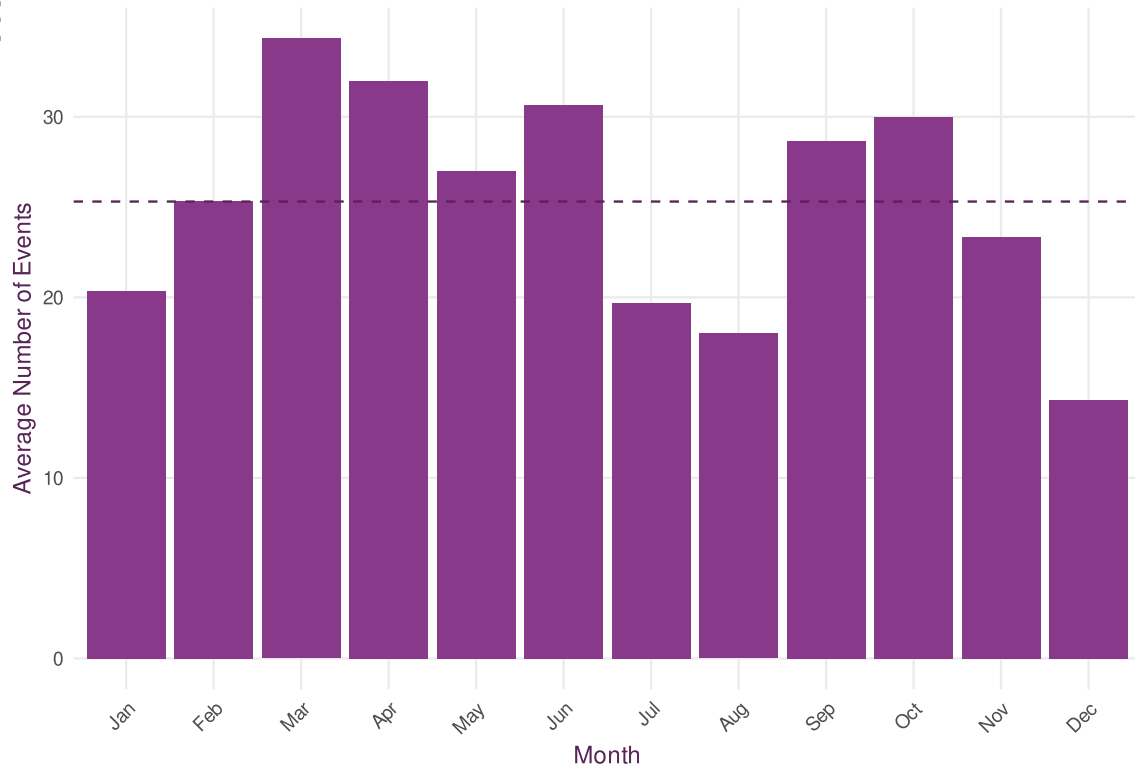


Figure 3: Event activity by month

Mar is the busiest month (avg: 34.3 events) while **Dec** is the quietest (avg: 14.3 events).



Event Format Analysis

Virtual vs. In-Person Distribution

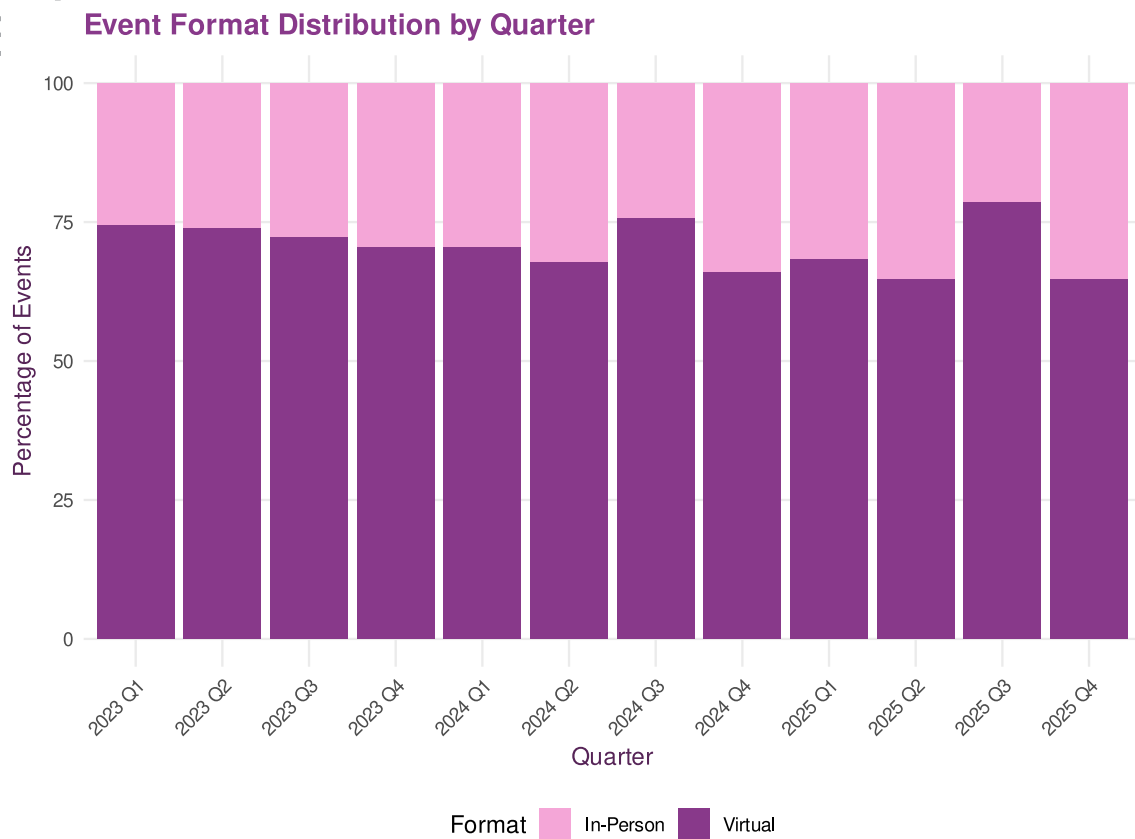


Figure 4: Event format trends over time



Event Duration Patterns

Event Duration Distribution

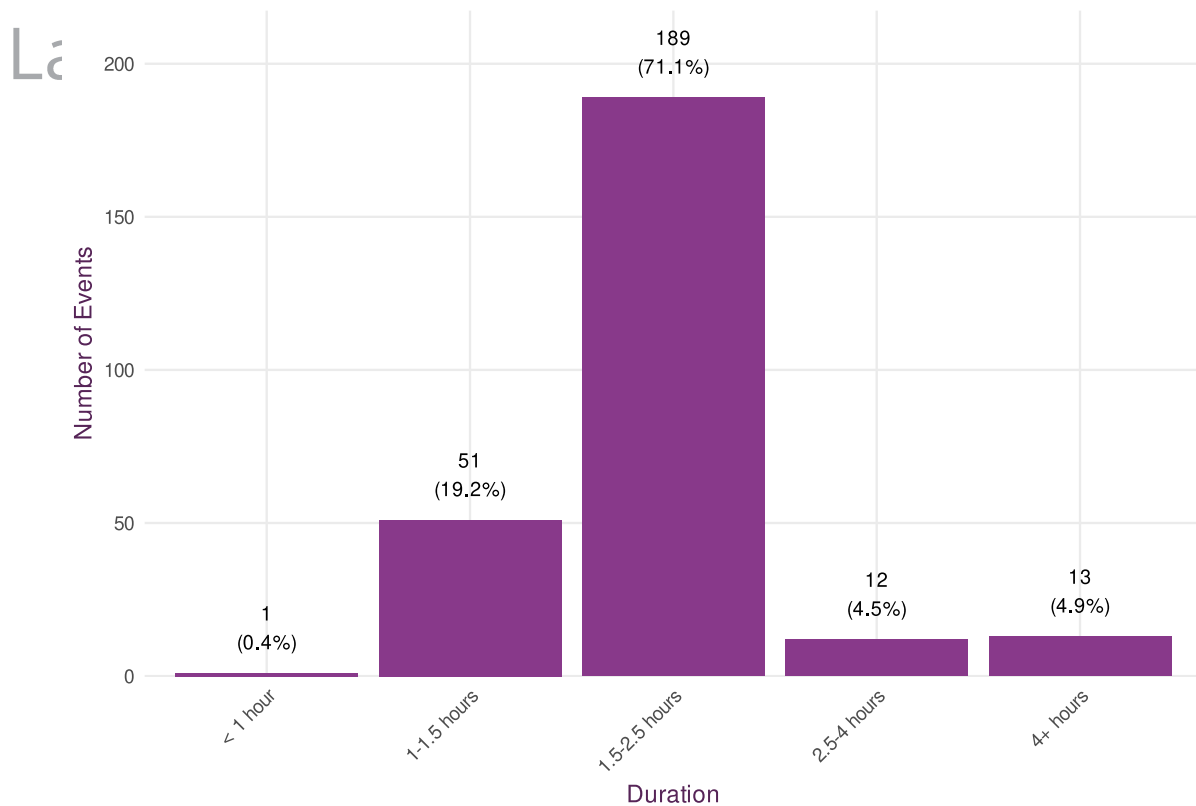


Figure 5: Distribution of event durations

The most common duration is **1.5-2.5 hours** (189 events, 71.1%). Median: 1.5 hours, mean: 1.9 hours.



Geographic Distribution

Lc

Most Active Locations (Last 12 Months)

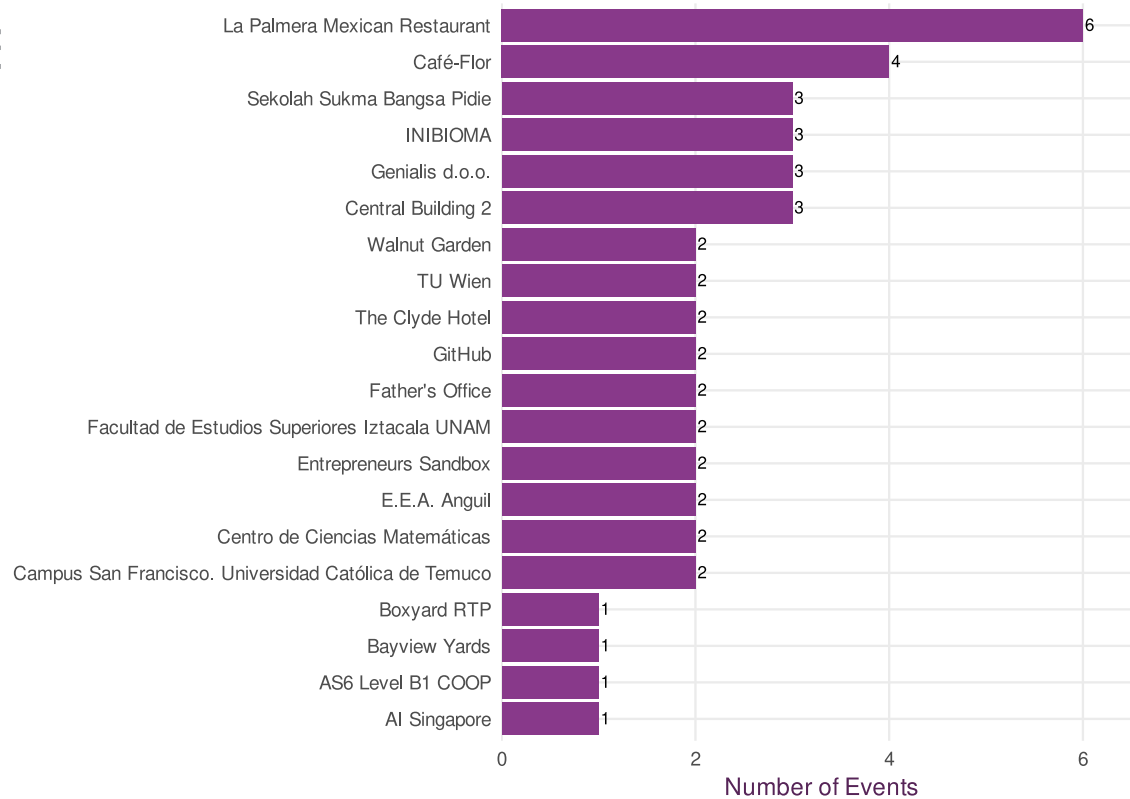


Figure 6: Top 20 locations by number of events

Event Type Distribution

Event Status by Quarter

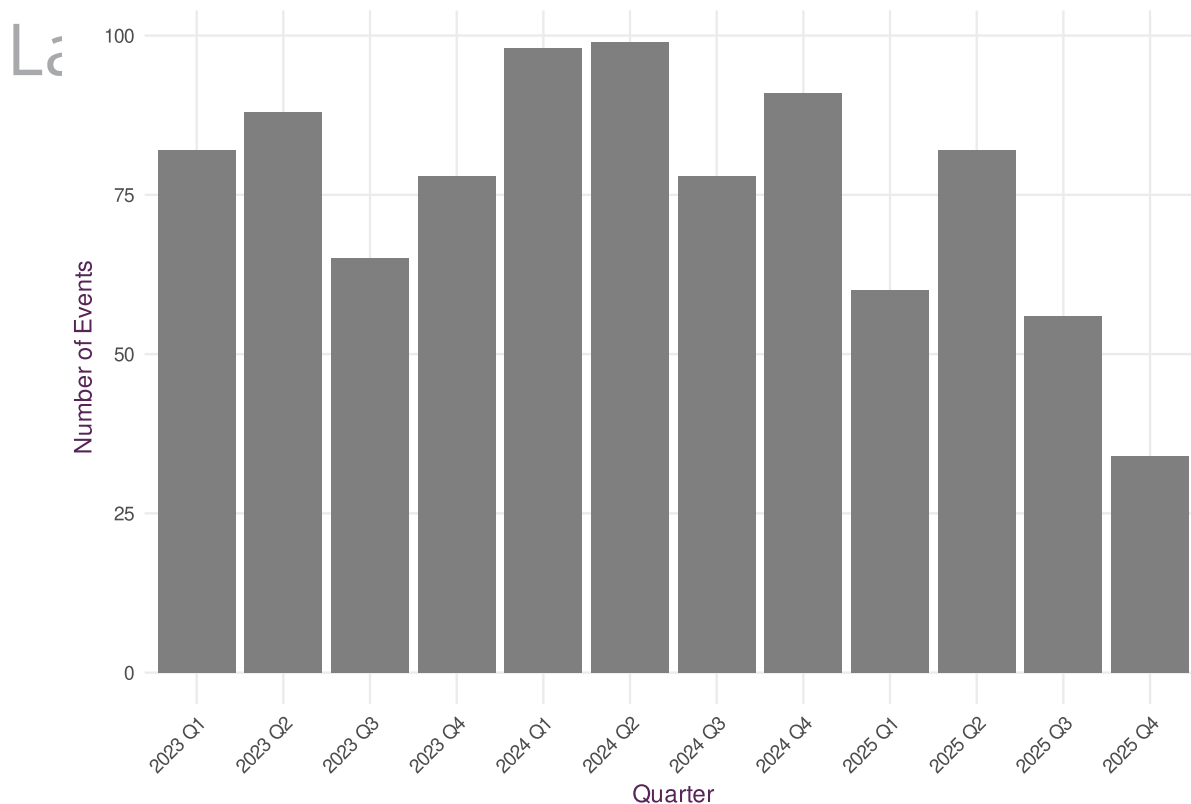


Figure 7: Event status distribution over time

Recommendations for Organizers

Timing Optimization

- Schedule events on **Wed, Tue, Thu** for highest participation
- Consider **01:00-18:00** for optimal timing
- Plan for reduced activity in **Dec**, ramp up in **Mar**

Format Selection

- **Virtual events:** Greater accessibility, easier speaker recruitment, weather-independent
- **In-person events:** Stronger networking, hands-on workshops, community building
- **Hybrid approach:** Consider alternating formats based on content type

Duration Guidelines

Based on observed patterns:

- **Standard meetups:** 1.5-2.5 hours (most popular)
- **Workshops:** 2.5-4 hours for hands-on learning

- 
- **Social events:** 1-1.5 hours to encourage participation

Event Series Ideas

Based on successful patterns:

- **Regular meetups:** Consistent schedule on popular days
 - **Quarterly workshops:** Longer format for skill-building
 - **Annual celebrations:** Large events for milestones (IWD, R-Ladies Day)
 - **Co-working sessions:** Regular low-structure community time
-

Report generated: 2025-10-22 22:28 UTC

Data source: R-Ladies Meetup Archive