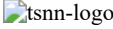


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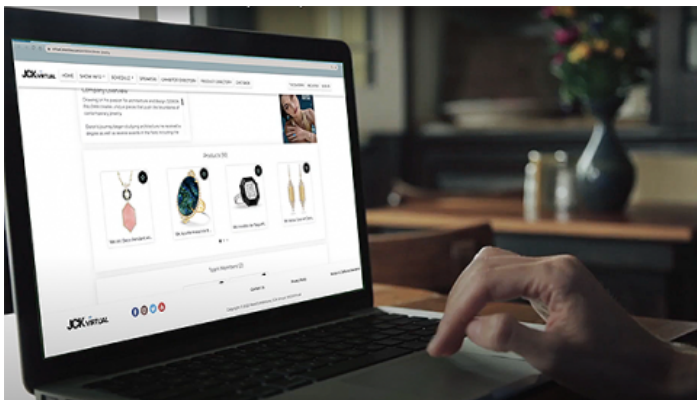
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More Than 5,000 Jewelry Industry Professionals Participate in JCK Virtual

August 24, 2020

[TSNN News](#)



Joining the pack of annual trade shows and conferences that have been going virtual in recent months, JCK Events pulled off its first edition of [JCK Virtual](#), an online version of the annual [JCK Las Vegas](#) and [Luxury by JCK](#) events for the global jewelry and watch industry. Held Aug. 10-14 with the theme “Reconnection,” the digital show offered global jewelry and watch buyers and suppliers a full slate of programming, including virtual networking and appointments, expert insights and education, and product discovery via virtual showrooms.

Upward of 5,000 jewelry industry professionals participated in JCK Virtual, with more than 3,400 attendees, including 2,400 buyers, and more than 700 exhibiting companies. Participants from around the globe reconnected via chat feeds, video meetings, product and exhibitor directories and look books, JCK Talks and keynotes, jewelry trends panels and more.

“The jewelry industry is based on relationships and a highly visual product mix and relies on JCK Las Vegas each year to accomplish the majority of their buying,” said Sarin Bachmann, group vice president of Reed Jewelry Group, which produces the shows. “The challenge was to create an online platform that replicates the experience of in-person meetings and browsing a diverse mix of products and exhibitors on a show floor as best as possible.”

An Engaging Experience

According to show officials, JCK Virtual visitors were highly engaged on the platform, with much activity focused on the exhibitor and product directories, virtual showrooms and conference sessions. The exhibitor and product directories received more than 43,000 page views as of the end of the show, while visitors performed more than 142,000 search queries, nearly 60,000 product views and more than 35,000 virtual showroom views.

Other event highlights included:

- 34 educational sessions and 17 JCK Talks sessions
- Daily keynotes presented by industry leaders
- In-depth trends coverage via 12 JCK Talks Trends panels
- Five days of product discovery and virtual appointments
- Live networking and special events

Exhibitor Susan Klemt Williams, vice president of Artistry Ltd and Graymoor Lane Designs, praised JCK Virtual as a vehicle for showcasing her company’s brand while reconnecting with retail partners.

“While we deeply missed the one-on-one interaction, we were very pleased to have so many people expressing interest to meet with us virtually,” Williams said.

JCK Gives Back

JCK Virtual participants had several opportunities to give back to communities in need, including through the online version of the annual Jewelers For Children Rings of Strength, during which attendees clocked their daily physical activities such as running or walking. Attendees completed nearly 500,000 combined steps and raised more than \$6,000 to help underprivileged children, according to show officials.

The industry also came together online to support the [JCK Industry Fund](#), which provides annual grants to jewelry industry associations and groups. During the event, the Fund announced its new diversity and inclusion grant, which offers funds to organizations supporting BIPOC industry initiatives.

Learn more about contributing to these efforts [here](#).

Looking Toward a Hybrid Future

Despite the success of JCK Virtual and the positive feedback, the digital experience can’t replace or fully replicate the in-person experience, Bachmann said. Like many major trade shows, going forward, JCK Events plans to eventually offer a hybrid model that will offer premium digital features alongside its live events.

“The feedback we’ve received from our attendees and exhibitors is that JCK Virtual offered an unparalleled new and modern experience in these unprecedented times, *and* that they are looking forward to reuniting in 2021 in Las Vegas,” Bachmann said.

JCK Las Vegas and Luxury by JCK will return to the Venetian Resort & Sands Expo June 4-7 and June 2-7, 2021, respectively. Learn more about both shows [here](#).

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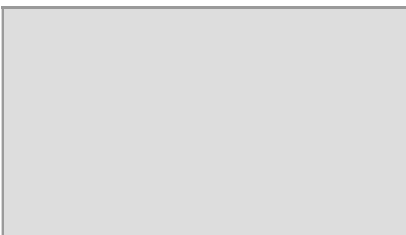
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In-depth information provided by show organizers about their events.

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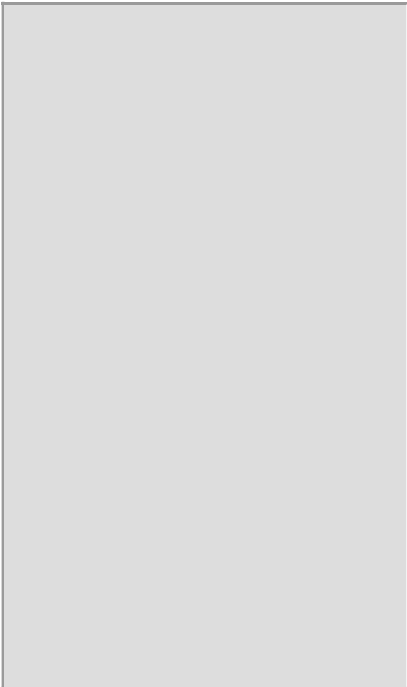
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