

17,802 TOTAL ATTENDEES



SKILLSUSA Championships

- **6,540** competitors competed in **115** career competitions
- **4,111** volunteers supported the events
- **78** National Courtesy Corps worked to ensure events ran smoothly
- **31** football fields of space made up the conference floor



Conference Experiences

- **39,919** unique viewers joined us virtually for the Award Session held in State Farm Arena
- **1,492** participants engaged in Expedition NLSC (a virtual scavenger hunt) completing **14,650** missions
- **442** powerful words were spoken by poet Amena Brown and **36** drummers amplified the energy to set the tone for NLSC during the Opening Session
- **1** night of celebration happened at the Champions Festival in Centennial Olympic Park with an estimated **6,500** attendees



Community Impact

- **\$28.5 million** dollars of economic impact was poured into the Atlanta community
- **40,256** hotel room nights were occupied for NLSC in **24** downtown hotels
- **100** bikes were built and donated to Atlanta Boys and Girls Club by **344** conference participants during the NLSC Community Service Project



Media

- **753,719** impressions shared the week's events through **176** unique SkillsUSA Instagram posts
- **6,213** press releases were distributed for national medalists and SkillPoint recipients



Industry Partners

- **213** exhibitors created experiences for attendees across **63,850** square feet of space in TECHSPO
- **78** participants representing **40** companies participated in the inaugural NLSC VIP Day
- **6** exhibitors engaged participants with virtual reality simulators in the new SIM World
- **2** unique experiences were on display in the Try-A-Skills space where students experienced transportation and construction careers



Conference Programs

- **425** voting delegates conducted official SkillsUSA business and elected **14** national officers to represent the organization
- **310** advisors learned techniques to enhance their classrooms and SkillsUSA chapters through **27** Academy of Excellence Sessions.
- **74** advisors focused on professional development during the Advisor Summit
- **27** SkillsUSA University sessions were held for **318** advisors and students to learn field-specific skills to teach in their classrooms
- **3** Models of Excellence Chapters among the top **24** chapters were recognized as the winners in each SkillsUSA Framework component of Personal Skills, Workplace Skills and Technical Skills

