

# Customised Programmes at MWC Barcelona

Driving towards new insights for automotive clients



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## Creating a unique tech learning programme

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### Client

A global communications and advertising agency with over 100 offices in over 70 countries, brought their top automotive client to our event. Their goal was to create a uniquely tailored tech learning programme that engaged, inspired and provided an insight into emerging technology – helping to transform team capacity for digital change.

### Brief

The client was looking to create an experience focused on the latest marketing technology in the mobile ecosystem. Their main objective was to create awareness of trends and developments in the digital world that might affect the consumer habits of automotive clients.

### The Programme

The solution was to create a varied programme for two large groups, featuring a pre-prepared agenda, engagement with the latest technology and meetings with key exhibitors. We also treated attendees to a networking lunch – and a cocktail reception where attendees could connect with each other at the end of the day.

### The Plan included:

- Client consultation.
- Industry experts with relevant expertise and contacts in the automotive sector.
- A selection of suitable exhibitors to meet with.
- Pre-prepared meetings with selected exhibitors.
- Research and delivery of all aspects of the programme, including suggestions for additional content of interest at MWC Barcelona.

### Result

A clear direction forward was achieved through gaining valuable knowledge, as well as contacts from peer meetings and exhibitor visits.

The full day experience for two groups of 17 marketing executives, resulted in six engaging and informative meetings with six established tech companies – in addition to those on the cutting edge of innovation in technology.

Takeaways from this programme enabled all attendees to apply learnings to their future marketing strategies.

