



Customised Programmes at MWC Barcelona

Showcasing the future of technology



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A techsplosive experience

Client

A very dynamic and creative New York based mobile marketing company, focused on customer relationship management and mobile marketing automation software.

Brief

This client wanted to connect with their top 40 accounts. Our Customised Programmes team was tasked to create a unique, engaging and transformational experience which would provide a deeper insight into the ground-breaking technology that is revolutionising communication and shaping the future.

The ultimate goal was to position the client as a thought leader at the forefront of Customer Engagement. This VIP programme for 20 of their clients, aimed to explore the ideas of future trend prediction and analytical problem solving from the perspective of an acclaimed futurist.

The Programme

The main target audience, C-level attendees from Enterprise Companies, were invited to an engaging “ice-breaker” session featuring an industry expert with a unique perspective on problem solving and the future.

Discussion topics included:

- How to start thinking on a scale of 100-1000 years.
- How to predict the future and use science-fiction to do it.
- How to create technology and products from future sci-fi scenarios.
- How to bring back imagination and make it real.

The Plan included:

- Relevant industry expert / influencer to prepare the content and lead the workshop, as well as connect with exhibitors.
- Preparation of workshop and planning of the subsequent networking event.
- Database review and selection of appropriate session attendees.
- Audience generation and facilitated networking.

Result

The session featured an ice-breaking workshop for the client to engage with potential new business opportunities, four exhibitor visits which showcased relevant technology and a networking event with five key potential clients invited by the GSMA. The client had never seen such an awe-inspiring programme.

