



# Customised Programmes at MWC Barcelona

Short Case Studies



# Exploring the latest emerging tech advancements

## Tailor-made solutions for the advertising industry

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A major advertising company was looking to provide an emerging technology learning experience for their client's staff. Their main goal was to gain insights about the latest customer experience technology advancements, as well as seeing examples of implementation.

As a result, Customised Programmes delivered a day long experience packed with informative technology showcases, eye-opening demos and valuable networking events.

# Connecting telcos with new clients

## Creating a bespoke technology deep dive

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A multinational telecommunications company, brought two large groups of potential clients for a technology deep dive. Their specific requirement focused on IoT innovations used to strengthen utility grid operations.

The solution came in the form of an informative experience which showcased the latest Smart Cities trends and developments – including exhibitor meetings with companies to reinforce the strength of the clients' offering.

# Adding value through customer engagement

## Bespoke solutions for increased results

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A client who had already sponsored a Customer Engagement Theme, was now looking for a bespoke way to add value to their investment. Customised Programmes designed a tailor-made programme which included a round table breakfast, as well as a relevant influencer who helped increase engagement and create content. We also invited key C-level attendees.





# Providing 'TECHSPLOSIVE' client engagement

Unique creative solutions to attract new business

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A New York based mobile marketing company, looking to connect with potential clients, wanted to engage with them in a creative and meaningful way. The result was a transformative "Techsplosion Experience!".

Created by a Futurist and Aerospace Engineer, this solution included a problem-solving workshop, exhibitor visits with the hottest digital advancements – as well as a networking event. And by utilising our reliable database of tech industry contacts, we successfully generated an audience for the event.

# Accelerating awareness for the automotive industry

Creating a custom-made press tour for added visibility

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An automotive association was looking to create more visibility for their member companies at the Customised Programme event. Customised Programmes provided a solution in the form of a dedicated press tour, led by a specialist 5G technology industry expert.

Invitations to this tailor-made networking event were sent out to journalists to enhance exposure and create even more buzz.

