From Lost to Loyal: How Crawford Group Re-Engaged a Developer Community

Event Audience Case Study

crawfordgroup

How a global leader in digital marketing and digital media solutions in Silicon Valley relied on Crawford Group to strengthen relationships and demonstrate commitment to their audience.

Executive Summary

The client's flagship conference transitioned its focus away from developers, leading to concerns within the loyal developer community. Crawford Group helped create a solution including strategy, planning, and delivery. The solution succeeded in re-engaging the developer community. This positive experience led to Crawford Group being immediately re-engaged for their next developer event.

Customer Situation

After its largest branded customer conference shifted focus toward a design-centered community, the client was faced with a loyal developer community feeling alienated. Charged with the need to demonstrate their continued commitment to developers, the client set out to host a live event focused solely on the developer community but lacked the skills, expertise, and internal resources to plan and execute the program.

Solution

Crawford Group assembled a team of senior-level marketing and event managers, who collaborated with the client to develop the overall event objectives, design strategies, execute tactics, and manage the event onsite including registration and session-scheduling system, facilitation of design elements, and venue logistics.

Measures of Success (ROI)

⬆ **226% above the initial target registration goal within two months of site opening.**

⬆ **89% of attendees rated the event excellent or above average.**

⬆ **90% of attendees indicated they were either very likely or likely to attend next year**

⬆ **Key strategic partners expressed sponsorship interest for next year's conference.**

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