

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

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.

Measure 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