

ooNee Studios Case Study

Learn how TiE Silicon Valley increased their media exposure and social media engagement, during their event TiEcon 2016

About TiEcon:

TiEcon, hosted by TiE Silicon Valley, is the world's largest conference dedicated to fostering entrepreneurship and innovation. 2016 marked the 23rd consecutive year for the conference. Ranked alongside Demo, TED and World Economic Forum among the top 10 conferences worldwide for ideas and entrepreneurship by Worth magazine, TiEcon attracted more than 4600 professionals from over 22 countries in 2015. Over a two-day period, TiEcon 2016 focused on the hottest areas of innovation.



ooNee Studios helped increase the brand awareness of [TiEcon 2016](#), through pre-event marketing, as well as Press conferences and Media exposure during the event.

Challenge:



Increasing TiEcon's brand awareness and helping speakers, attendees, exhibitors, startups, entrepreneurs, TiE50 finalists and winners increase their brand visibility. We wanted to share details of product launches, TIE Chapters' updates, stories of lessons learnt, and educational insights to help foster entrepreneurship and education.

TiEcon organizers wanted to maximize event exposure, while offering a unique opportunity to all its attendees, to share their brand stories on TV and News channels as well as on social media platforms.

ooNee aimed to bring content and luminaries together. We wanted to help **drive conversations beyond the walls of the conference**, offering companies the ability to share their key messages, raise their brand awareness and value, and increase their impact, while being a part of the conference.

Solution:

TiEcon leveraged ooNee Studios expertise in not only providing Press and Media coverage before the event but also their Media Lounge and Social Media services during the event. The Press Coverage helped increase the exposure for the event and drove registrations. The Media Lounge set up allowed companies to share their brand story and value proposition, not only on social media but also on TV and News channels. ooNee believes that every story is unique and every brand's story is important.



Where were the interviews published?

- Tie TV YouTube and Social Media channels
- TieGlobal for Tie Talks
- CNBC TV18
- Diya TV
- ED Cast
- IND TV USA
- Sitarre
- Oonee Studios' YouTube and Social Media channels
- Times Now News channel
- TV Asia



Who was invited to come to the Media Lounge?

- Attendees
- Exhibitors
- Speakers
- Sponsors
- TiE50 Finalists and Winners
- Startups and Entrepreneurs
- VIPs and TiE Chapters
- TV Media Partners



Why did entrepreneurs flock to the TiE TV Lounge?

Companies leveraged the opportunity to create more buzz and greater brand awareness for themselves and their companies and share their story and key insights across the globe.

They participated in the buzz on social media, got involved in the conversation, and spread the stories at the TiE TV Lounge!

TiE Press Lounge

The Press Lounge at TiEcon offered members of the press a platform to easily schedule and meet the people who are at the center of innovation in Silicon Valley and around the world.

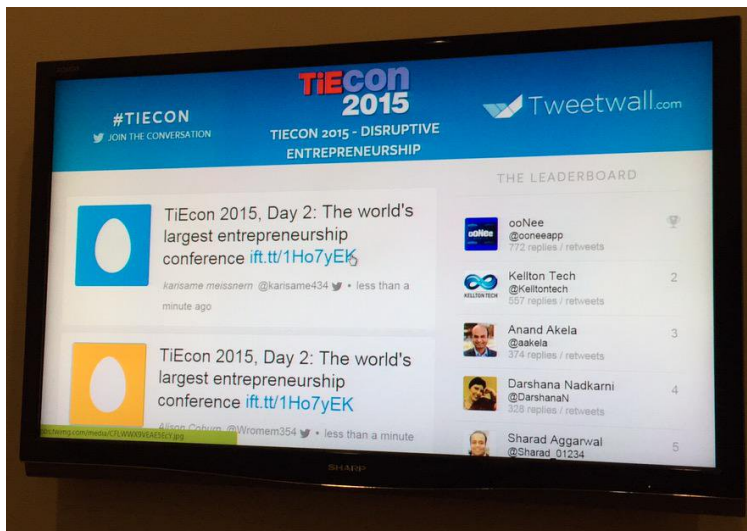
The Press Lounge was located on the main Exhibition floor, in close proximity to the Media Lounge and was designed to promote pre-scheduled interviews between members of the press and successful

entrepreneurs, technology executives, venture capitalists, founders of early stage start ups, members of academia, thought leaders, and other delegates attending TiEcon.



Results:

ooNee recorded live video interviews of 200+ companies over a span of two days and many of them were published on social media instantly! Apart from these, our channel partners recorded video interviews too. We also worked with TiEcon PR partners to capture interviews with luminaries, and create press releases that were on published on online platforms like the [Silicon Valley Business Journal](#), [Fortune](#), [India Currents](#), [India West](#) and more.



The video interviews received a lot of media coverage and increased social media engagement for TiEcon. They were published on YouTube, News and Entertainment TV channels as well as shared on social media.

ooNee Studios led the leaderboard for creating the highest engagement on Twitter in 2015 as well as 2016!

The program created a media buzz at the conference through the onsite mini-studios made of dedicated media partners and TiE-TV. The one-on-one interviews, press

conferences, and social media outreach flooded the networks with key insights and stories of innovation & entrepreneurship to inspire people all around the globe. ooNee's unique offering brought media and luminaries together. The content was distributed and shared with onsite partners, and our affiliates for maximum reach. The stories were broadcast across the globe, and lived on for continued access and sharing, long after the event concluded!

The Media lounge was able to maximize viewership and impact through the Reach and followers of the following channel partners:

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Benefits of having a Media Lounge:

- Increase brand awareness and visibility of your event
- Share your key messages through traditional and digital Media channels, with a global audience
- Ensure conversations continue beyond the walls of the conference
- Increase engagement among the participants during the event
- Offer a red carpet experience to the attendees
- Have your attendees promote your event for you
- Increase probability of your attendees returning for your event year after year!



Production notes:



ooNee studios undertook the entire operations management related to the Media coverage. This included the pre-event planning, building the social media buzz before the event, coordinating with TiEcon's PR partners and our media channel partners, setting up of the mini-studios, and ensuring video footage was shared with companies that were interviewed and across our channels. Most of the interviews recorded by ooNee, were shared on YouTube during the event to maximum exposure and conversations.

Pre appointed VIP hosts greeted the interviewees and helped in signing up companies that were interested in being interviewed. Hosts spent time understanding the value proposition of the entrepreneurs and led them through the process of being interviewed by atleast 3 media outlets. This ensured a seamless red carpet experience for them that they would always cherish. As they shared their interviews with

their own audiences, it helped us maximize visibility and conversations around the event. Their positive experience would be more likely to make them attend the conference every year.

Some of the companies pre-scheduled a time slot for the interviews, but we also accepted walk-ins from company representatives and Grand Keynote speakers.

Cost of creating a Media Lounge: Depends on size, scope, objectives, target audience, space and the budget for the event.

Making your attendees feel special: Priceless

Can we help you?

Will this work for your company? Watch the [videos](#) and decide for yourself! Feel free to [contact us](#) for a free consultation.

