



25-28 February 2019

Custom Experiences: Case Studies

Learning Expeditions – A major professional football club looking to organise a learning expedition for their club directors with non-tech background. The main goal was to organize exhibitor visits and learn about the latest technology advancements and implementation examples related to business in the mobile ecosystem, sports, apps for stadiums and apps for fans.

Technology deep dive – a Banking Group was in need of an in-depth look at the latest fintech offerings from major player as well as smaller cutting edge companies. The main goal of this MWC visit was to create awareness of trends and developments in the digital world that might affect consumer habits of bank clients with a special focus on payments.

Networking – A Local Government agency set out to provide the visiting startups with a learning expedition and networking opportunities with Corporates at MWC 2018. Our client was looking to bring two groups of Startup CEOs to learn about health and tourism technology in the mobile ecosystem. The main goal was to visit key tech players in both sectors to identify potential for future collaborations or investment.

Speed Dating – an Automotive Company wanted to meet potential technology partners during MWC 2018. Working closely with the exhibitor, we created a Speed Dating activity. They attracted top tier executives who provided visibility into the companies with the most relevant technology and with potential for future partnerships.

Hospitality – Following a learning expedition for the CEOs of medium-sized local companies, we organised a seated lunch and networking hour to provide an additional platform for further peer interaction and networking.

Investment Opportunities - A group of Investors were looking for companies to invest in. Together with our industry consultant, we researched and set up meetings with suitable candidates.

Digital Transformation - A major Media Company was interested in upgrading their digital strategy and meeting their international peers. The result was a detailed look into latest digital advancements in Media, complete with exhibitor meetings and international peer meetings.