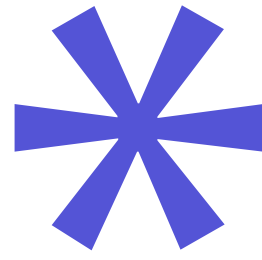




HP HBCU Tech Conference 2023

CASE STUDY





HP HBCU Tech Conference 2023

PROJECT SCOPE

Promo video, daily kick-off videos, sizzle video, digital & social assets, print materials, and PowerPoint templates

SERVICES

Strategy

Creative Development

Production

Post-Production

SITUATION

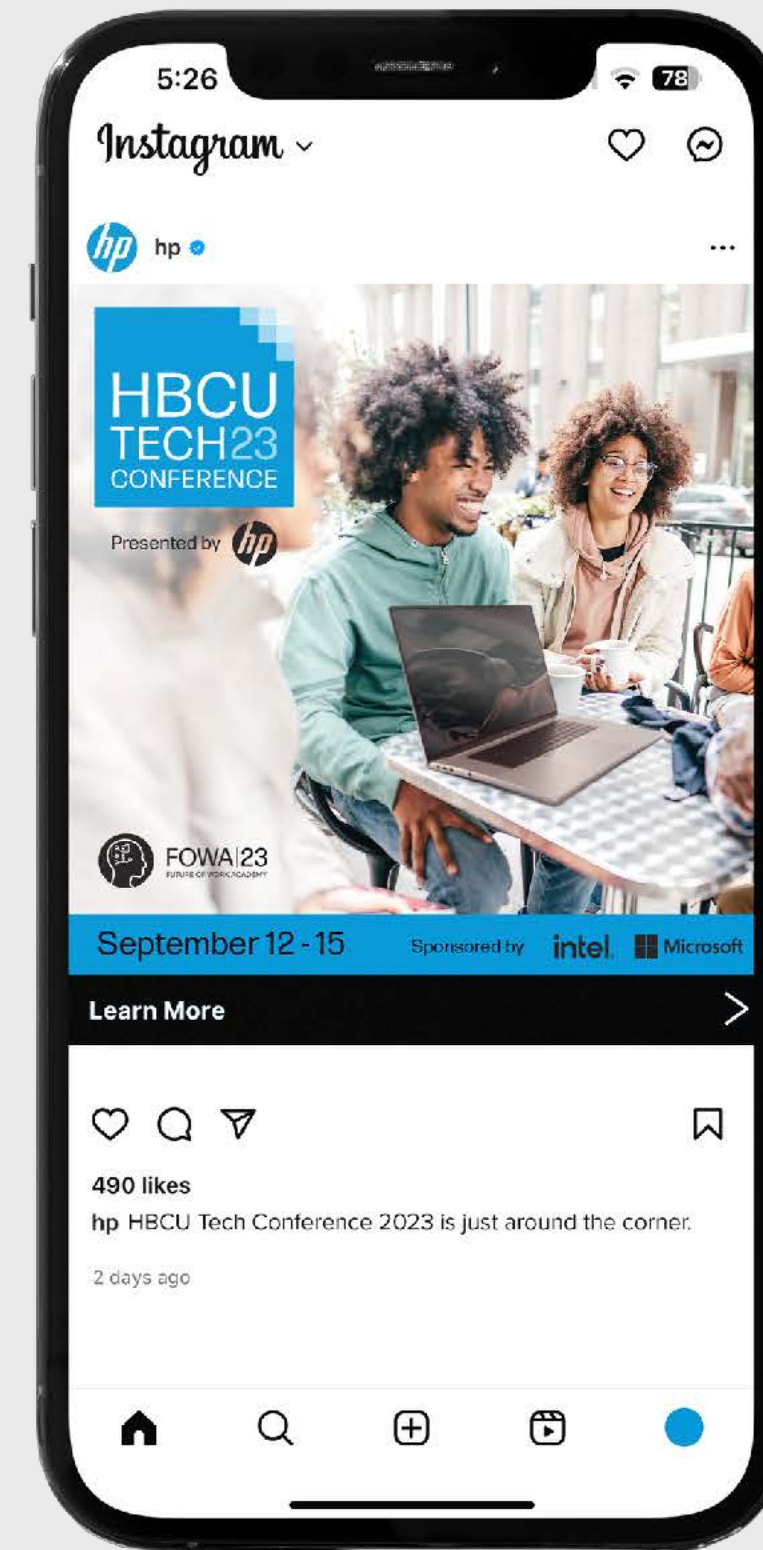
The HBCU Tech Conference is an annual virtual conference that promotes advancements in technology at Historically Black Colleges and Universities, with HP as the presenting sponsor. The conference features an array of learning tracks and presentations on tech topics like cybersecurity, AI and other emerging technologies, and digital transformation. The event is a platform for students and professionals alike to engage with these transformative fields, furthering HP's commitment to fostering a more inclusive and innovative tech landscape. We led the creative execution of the 2022 conference, and HP turned to us again to update the conference's visual identity and create content for 2023.

SOLUTION

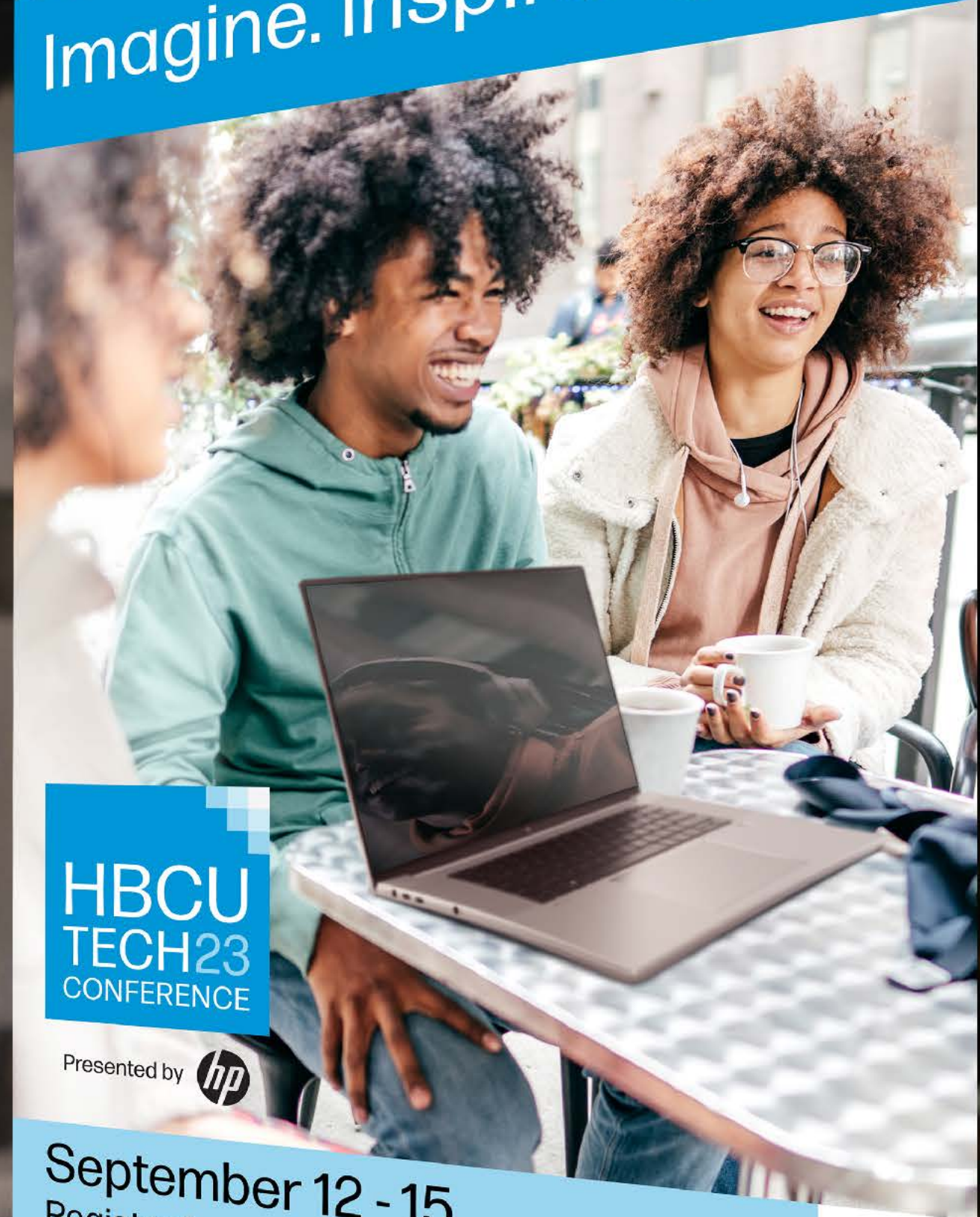
We began by refreshing the color palette and updating the conference logo. Then we produced a series of videos, including a promotional video to tout event topics and build excitement. Plus, we created four day-opening videos featuring interviews with campus leaders to tee up each day's topic. And finally, a sizzle video gave a recap of the 2023 highlights. In addition, we created social ads, updated the conference's virtual spaces, and developed a toolkit of virtual backgrounds, PowerPoint templates, and customizable promotional materials for print, digital, and social media use.

PERFORMANCE RESULTS


We helped kick off the 2023 event with excitement and inspiration drawing participants from four audiences across the U.S. (HBCU executive leadership, IT professionals, students, faculty and staff). And our virtual spaces led attendees seamlessly through learning sessions focusing on digital transformation, cybersecurity, emerging technologies, and other topics during the four days of the conference.



Imagine. Inspire. Ignite.



HBCU
TECH23
CONFERENCE

Presented by 

September 12 - 15
Register for virtual sessions now.

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