

REIMAGINING BETTER: USING MARKETING TO PIVOT DURING A PANDEMIC.

Problem

COVID almost destroyed the conference and event industry leaving marketing and conference planning firms needing to be creative and quickly pivot from in-person to virtual conference events.

The 5th Annual National MBE Manufacturers Summit was initially intended as an in-person summit. Yet, after COVID, GA Tech decided to create a Future Forward virtual experience that brings training knowledge on current and future SMART, IoT, and AI manufacturing innovation to Minority Business Enterprises (MBEs).

Not having the Annual National MBE Manufacturers Summit in its 5th year meant Minority Business Enterprises could lose business opportunities and access to matchmaking with C-Suite, executives, managers, and entrepreneurs manufacturing and suppliers' space. Working with the Atlanta MBDA Advanced Manufacturing Center, IGS created a virtual experience solution to ensure Minority Business Enterprises would still benefit from what the summit has to offer annually.

FUTURE FORWARD
Disrupting in a Time of Uncertainty

Solution

Create a digital online conference experience, including developing a visual conference brand to ensure Minority Business Enterprises continue to connect with corporations for business opportunities and access educational sessions for building and scaling their business in the manufacturing industry. In creating this online experience, we focused on launching the theme FUTURE FORWARD and the messaging framework to submit the three-day conference: Summit Eve, Day 1, and Day 2.

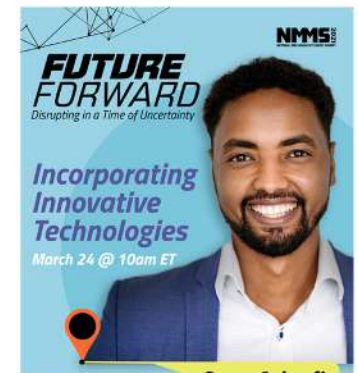
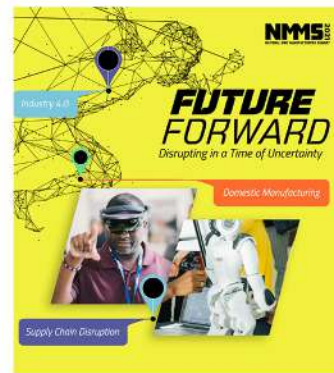
The Theme: Future. Forward. (Future = Vision; Forward = Action.) promoted our goals are to promote the program this year's **Future Forward theme with a two-day focus on**

- **Day 1** – FUTURE: envisioning greater success
- **Day 2** – FORWARD: implementing change

The specific content will include virtual activities for **SMART Manufacturing/-Factory of the Future**, including Keynote: Mega-manufacturer state of manufacturing, a Live factory tours, Plenary session: implementing innovation, and numerous Break-out sessions: related to Industry 4.0, industrial internet of things (IIoT), artificial intelligence (AI)-bringing tremendous value to MBE manufacturer leaders by addressing their needs to Take stock, Envision the future, and Act on the vision.

Process

- Create marketing materials and branding design (fonts, type, images) for the virtual summit
- Creating compelling branding design (color, feel, and innovation theme) makes the visual branding exciting, creative and fresh for the manufacturing industry
- Launch new attention-getting messaging around Smart manufacturing technology and innovations and processes
- Deploy 48 Email Marketing campaigns to minority business owners in the manufacturing industry
- Outreach to Fortune 500 manufacturing firms using an internal database for Fast Pitch matchmaking for minority business enterprises attending the summit
- Recruited national Fortune 100 and Fortune 500 brands to participate in the Fast Pitch to increase attendee registration and new business opportunities for minority business enterprises
- Managed Paid Search Ads for Facebook, Instagram, and LinkedIn, including creating ad content, designed ad graphics, uploading and tracking ads, evaluating and adjusting the campaign, and building performance report
- Manage social media account for the summit, including content, creating hashtags, images, and engagement for the summit



Our Company

Isom Global Strategies (IGS) is an award-winning marketing, advertising, and digital marketing firm. We offer fully integrated campaigns from research, strategy, messaging, creative development, deployment, and tracking. For over 22 years, IGS has worked with technology, consumer, retail, health initiatives, and multicultural marketing (brand activations, amplifications, and advertising campaigns). What sets us apart is our ability to message with intent, engage with creativity, convince with passion, and convert with gratitude. Through impactful cutting-edge campaigns, we make it possible for our clients to introduce new techniques, reach new audiences, and create new opportunities.



Services include:

1. Advertising
2. Branding and Creative Services
3. Digital Marketing and Social Media
4. Marketing and Communications
5. Multicultural Marketing
6. Research and Planning
7. Stakeholder Engagement

