

Event Case Studies Booklet



ClearStory
International

Accessible public relations to the world's most promising startups

Event Case Studies Booklet

This booklet contains examples of campaigns we have run for our clients across the globe.

Who we are

ClearStory International is an international public relations agency with headquarters in Dublin, Ireland.






We work with some of the world's fastest growing companies to provide a centralised global PR service.

With a network of media contacts across 60+ countries, including leading national and international publications, broadcasters and online media, ClearStory offers unrivalled media access.



ClearStory works with 30+ tech startups across the globe.

Tech Event/Ireland TechConnect Live

-  SME focused tech conference with 10,000 attendees
-  ClearStory International was responsible for promoting TechConnect Live in Ireland
-  Targeting Technology Sector
-  Targeting Ireland
-  3 Month Campaign Duration

Publications Secured

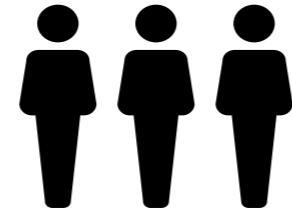
THE IRISH TIMES

Irish Independent








Outcome

We secured coverage across all major Irish news and broadcasters for TechConnect Live.



560,000
Audience Reach

Tech Event/Thailand TechSauce Global

-  SE Asia focused tech conference with 15,000 attendees
-  Promote Techsauce Global Summit across the SE Asia Region
-  Tech, business, news - top tier publications
-  Targeting South East Asia
-  9 Month Campaign Duration

Publications Secured



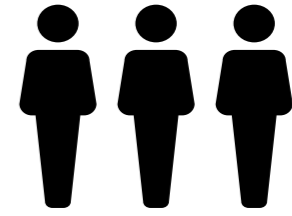
Bloomberg

Forbes



Outcome

We secured top tier international coverage for TechSauce Global Summit including Bloomberg, SCMP and ChannelNews Asia raising the event's profile regionally.



28.9 million
Audience Reach

Industry Event / United Kingdom

National Manufacturing & Supply Chain Conference



5,000 manufacturing and logistics professionals in attendance



Boost the awareness and credibility of the event in its second year



Trade, Business and news



Targeting United Kingdom



4 Month Campaign Duration

Publications Secured

Forbes

BBC

THE TIMES

25
Articles

Outcome

We secured international and national coverage of the UK National Manufacturing and Supply Chain Conference.

Campaign Impact



2.1 million

Audience Reach

Innovation Festival / Singapore

Innovfest Unbound



SE Asia focused innovation festival with 18,000 attendees



ClearStory International was tasked with promoting Innovfest Unbound across the SE Asia Region



Tech, business, news - top tier publications



Targeting South East Asia



4 Month Campaign Duration

Publications Secured

CNBC

YAHOO!

ZDNet

Bloomberg

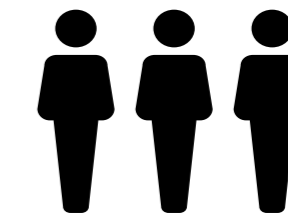
CHANNEL NEWSASIA

109
Articles

Outcome

We secured top tier international coverage for Innovfest Unbound including Bloomberg, Channel News Asia, CNBC, e27, Mumbrella, Yahoo, South China Morning Post.






Campaign Impact



42.5 million

Audience Reach

Innovation Festival / Miami, USA Unbound Miami

-  An Innovation festival
-  Promote Unbound across the US and LATAM regions
-  Tech, business, news - top tier publications
-  Targeting USA and LATAM
-  4 Month Campaign Duration

Publications Secured

The Bogotá Post

**LATAM
TECH**

The Miami Herald

**Tampa Bay
Times**

Vida Nueva

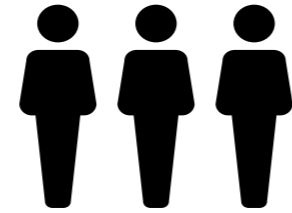
MIAMI DIARIO

355
Articles

Outcome

We secured top tier international coverage for Unbound including Miami Diario, LATAM Tech, Miami Herald and The Tampa Bay Times.






Campaign Impact



35.5 million

Audience Reach

Innovation Festival / Bahrain Unbound Bahrain

-  An Innovation festival
-  Promote Unbound across the Middle East
-  Tech, business, news - top tier publications
-  Targeting Middle East
-  4 Month Campaign Duration

Publications Secured

 **REUTERS**

Weekender
Bahrain

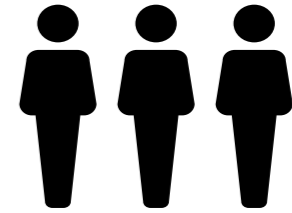
GulfWeekly

20
Articles

Outcome

We secured top tier international coverage for Unbound including Reuters, Bahrain Weekender, Gulf Weekly.






Campaign Impact



34 million

Audience Reach

Innovation Festival / London, United Kingdom Unbound London

-  An Innovation festival
-  Promote Unbound across the UK
-  Tech, business, news - top tier publications
-  Targeting United Kingdom
-  4 Month Campaign Duration

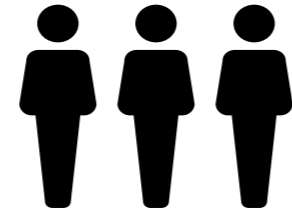
Publications Secured



Outcome






We secured top tier international coverage for Unbound including The Next Web, Sifted, WARC and Research Live.

Campaign Impact



676,795
Audience Reach

Events / South Africa Pronoia

-  An artificial intelligence conference series
-  We were tasked with raising awareness of the event to boost ticket sales
-  Tech, Business
-  Targeting South Africa
-  4 Month Campaign Duration

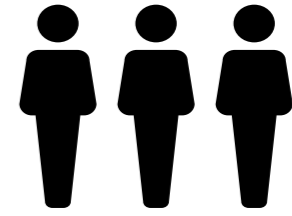
Publications Secured



Outcome

We secured top tier coverage for an AI centric event company based in India.

Campaign Impact



12.2 million
Audience Reach

Schedule a call or email us at
info@clearstoryinternational.com
to arrange your **free consultation**



Telephone
+353 1 961 0048



e-mail
info@clearstoryinternational.com



Website
www.clearstoryinternational.com



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