



CASE STUDY

MANCHESTER TECH WEEK

Manchester Tech Week is an annual event, for the game-changers, rule-breakers, and tech pioneers, uniting tech teams from every sector to tackle tomorrow's challenges today. This 5 month campaign was to raise awareness and media engagement around the event.



What We Did:

Drive awareness around the launch of Manchester Tech Week 2022 through positive coverage that puts the event on the map across all sectors

Use creative content and media engagement to build anticipation for the event, converting interest to attendance for Manchester business and tech execs

Showcase DTX 360's 5-year regional heritage and local government / trade body backing to set MTW apart as the only place that unites the Northern tech community

Results:

1

Over 86 pieces of media coverage achieved with an estimated reach of 2.8 million

2

35 Media attendees from titles in various key tech titles aligning with agenda

3

Interviews secured for partners & speakers with media outlets incl. BBC Radio Manchester, Business Cloud, TechBlast, Connect World, and techinformed.com

Media Coverage Examples Secured:

BusinessCloud
faster growth through tech

TECHBLAST
LAUNCHPAD FOR GROWTH

AV
MAGAZINE

TI Tech
Informed
The frontier of tech news

**MARKETING
STOCKPORT**

STARTUPS
MAGAZINE

Prolific North

THEBUSINESSDESK.com
tomorrow's news today

UC TODAY

CONNECT-WORLD
Providing thought leadership for ICT decision makers

**BBC RADIO
MANCHESTER**