

The brief

Amplify the seventh edition of the Project Management Institute's annual event, Africa Conference; across owned and third-party media platforms to yield awareness and attendance.



Our Approach?

Strategic storytelling as well as social and traditional media engagement activities were used to garner positive coverage and sentiments before, during, and after the conference.

Our deployed tools?

1. Content development and curation.
2. Media relations activities
3. Community management
4. Paid social media

5. Onground PR event management
6. Stakeholder management for possible media partnerships
7. Pan-African media distribution

The results?

Reach

16.1M

Engagement

383K

100%

Earned media coverage across over 25 top tier media platforms.



Spread of Coverage

Tier One Business Media:

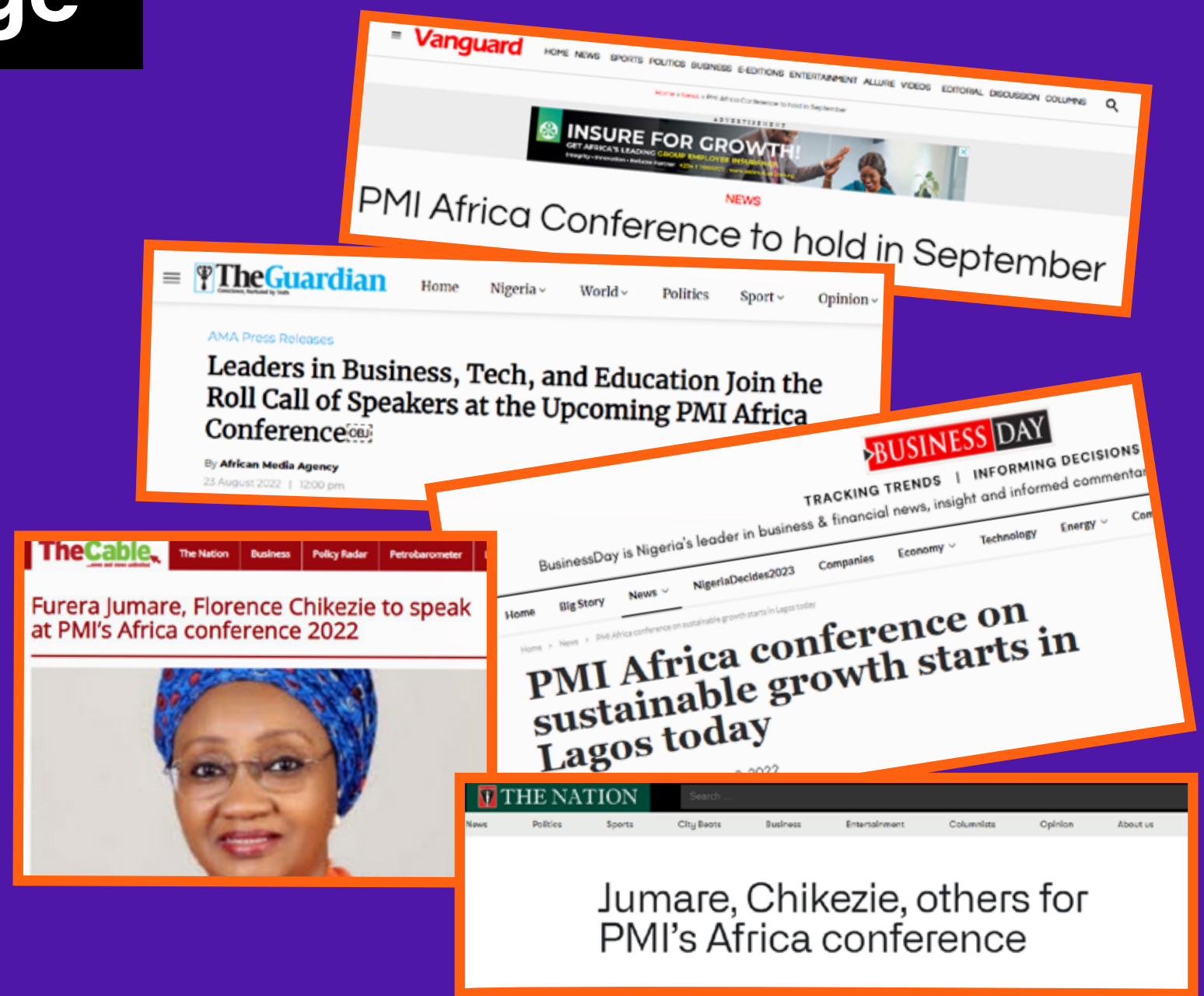
Proshare, BusinessDay.

Tier One News Media:

Guardian, Vanguard, Punch, The Cable, NAN, Nairametrics.

Tier One Brands Media:

Marketing Edge, Brand Essence, Brand Crunch.



Outtake:

African project management experts engaged with the content around the conference with over 200 in attendance.

Outcome:

Positive endorsements by media and project management experts widely achieved.

Over 80% positive media coverage.

Unaided awareness and engagement.

Broader knowledge of project management and the certifications PMI offers.

