CASE STUDY

TECHNOLOGY

CLIENT:

MAXHUB

@infoComm Asia 2023

MAXHUB

Background

MAXHUB, the world's leading provider of interactive display and collaboration solutions, participated in InfoComm Asia 2023 at Queen Sirikit National Convention Center from 24 to 26 May 2023.

At the exhibition this year, MAXHUB showcased its latest innovations that promised to enhance corporate and educational productivity with its Smart Classroom, IFP, and Commercial Display zone.

Midas was engaged by MAXHUB in late March 2023 for event management, media roundtable and one-on-one interviews organisation and social media management.

Approach

To prepare the event within a short and sensitive period of time, Midas mobilised the entire event team to support the project from day one, departmentalised into specialised teams including production, media relations, social media management, event and activities planning and third party management, to make sure deliverables were executed in a timely manner.

Actions:

- Created social media content strategy and planning
- Press release content development and distribution
- Developed MC scripts
- Event planning, production and design, coordination and management
- Professional MC and event photo/videographer
- On-ground team support and coordination

Results

52.86M
Combined reach

9.05M THB
Total PR Value of coverage generated

62
Total clippings

1,388
Guests hosted at the event

With a tight turnaround window of 1 month, the Midas team managed to secure **62** pieces of coverage throughout the period, invite **6** media to attend the roundtable session, facilitate **3** media interviews, and create **32** LinkedIn posts.

In addition, the event team helped generate **1,388** leads for MAXHUB, exceeding the initial target of 1,000.

In terms of media coverage, **62** pickups from local media and social media shares were obtained as a result of the press releases distributed by Midas PR.

According to the agency's standard, this translates into a PR value of **9.05M THB**, with an estimated combined reach of **52.86M** measured from all coverage.