



Event Activation Case Study

Future of Boston

Future of Boston:
Partnership with
General Assembly

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KPIs

Frequency: Quarterly
Target # of RSVPs: 300
Avg. Actual RSVPs
(Four Events): 602
Avg. % RSVPs in Target
Demographic: 87%

Key Points

Create Event
Design to be Repeatable,
Flexible & Engaging
Targeted: KPIs, Demographics
Sponsorship

Abstract

This case study elaborates on helping a client engage specific demographics of professionals and companies through content activation. More and more companies are seeking ways to engage their target demographic through face-to-face interactions. The Future of Boston series was designed to improve General Assembly's (GA) face-to-face interactions with potential customers, showcase their expertise, and allow GA staff to win new clients. Together, GA and Indput designed, branded and launched a series of events that consistently met the target demographic, exceeded the target number of RSVPs and maintained a high percentage of the suitable target demographic.



Our Goals

In 2017, General Assembly leased space in the financial district of Boston as a hub to distribute their educational content to individuals and companies within their network. The team sought strategic partnerships with local entities that shared their target demographic. We had three main goals for this project. The first goal was to activate their network, curate events, and expose attendees to additional professional development opportunities available at GA, while enabling organic peer-to-peer connections. The second goal was to design events that attracted young professionals without the pressures imposed by hanging with co-workers or awkwardly engaging in conversation in a local bar. The third goal was to obtain at least 300 RSVPs for the events.

The Challenge

Designing for consistently low turnover and high turnout were our biggest challenges. Our metrics of success were measured by the number of RSVPs, the actual number of attendees, the percentage of attendees within the target demographic, and the number of sponsored activations.

Duplication and Engagement

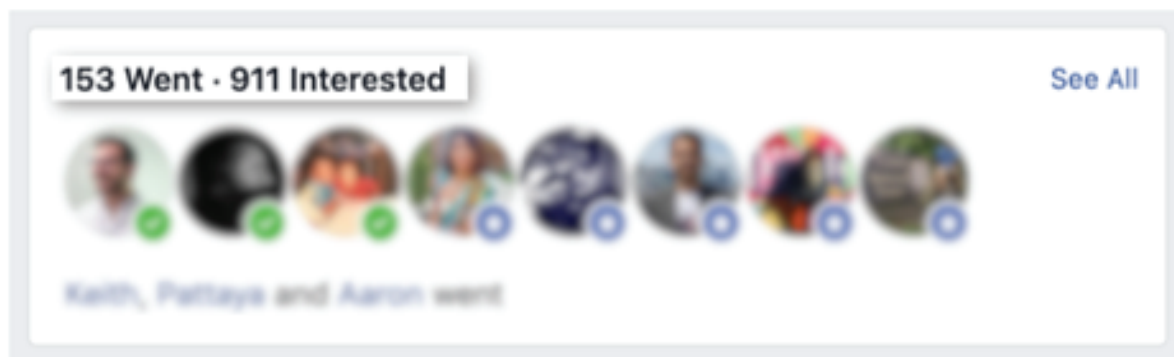
We wanted to ensure that a person who attended in December would have the same experience when they came back in March. The key to duplication were new experiences with multiple opportunities to engage, with limited pressures if you opted out. A total of 6 Future of Boston events were held over an 18 month period.

In addition to creating an inviting atmosphere, sponsors such as the City of Boston or Toast, had representatives present to facilitate their stations' activities while introducing themselves to new talent. We even began to experiment with themes such as "Future of Food" and "Future of Tech," delving into the intersection of a specific industry and technology.



Target # of RSVPs

The first event drew interest from roughly 1,000 millennials, exceeding our goal of 300 RSVPs. Out of 1,000 RSVPs, approximately 800 people attended (80% conversion rate), the three hour event. Of those 800 people, 82% were part of the specific target demographic our partners sought.



Conclusion

The Future of Boston became the largest community of young professionals seeking different ways to expand their personal and professional networks in Boston. Through the Future of Boston Series, we were able to corral people to socialize, while marketing and monetizing their attendance.

Contact

Call us at **(617) 237-0717** or email us at **info@indput.com** to see how your real estate portfolio can be leveraged to put you ahead of the competition.

General Assembly is an education and career transformation pioneer, specializing in developing today's most in-demand skills. GA thrives on fostering elite professional communities of individuals and companies through education and strategic career connections. They are the leading source for training, staffing, and career transitions, to bridge the gap between pursuing careers they love and the skills they need.

Indput focuses on developing business strategies for small- to medium-sized entities; specializing in commercial real estate (CRE) optimization for commercial real estate owners, lease holders and property managers. We developed the Indput Method to increase utilization, monetization and market share through accelerated ideation, streamlined execution and Diversity-As-A-Service.

