

OTA#14: Pacific Northwest Oregon Tech Awards 2014

(The Technology Association of Oregon is pleased to continue the tradition of the Oregon Technology Awards with the presentation of the 2014 Awards on Thursday, April 24, 2014 at the Portland Art Museum)

1 Day of celebration from Networking/welcome reception to the dinner ceremony happened at Portland Art Museum. This premier event celebrates excellence and achievement in the region's technology industry and honors one outstanding individual as Technology Executive of the Year, four companies and one cool product, recognizing recipients for their accomplishments, leadership and commitment to the community and industry.

24Notion provides turnkey solution in offline/online engagement for OTA14: Planning/brainstorming, creative, design, event, live stunt shows, Media, video original content creation, grassroots marketing, experiential marketing, Social, Production and VIP invite only after hour bash.

- Experiential Marketing: Networking and reception dinner- Lives stunt show on Drones engaged the Emcee; Interactive galaxy maps experienced by audience, livestream tweet up for contest of the night, Robot and interactive media wall to engaged users, Interactive lounge social experiential by bringing in the tech 30 years of innovation products showcase
- Ballroom Dinner reception: 4 course of dinner with experiential marketing and premium award shows
- Video/Media original content creation of Teaser opening and closing video
- Video production crew on theme and executions (see live youtube channel)
- On-site: AV live shows production
- Creative PPT/Media and web programming

Results in:

Event oversold by 100 VIP ticket holders (able to accommodate the extras)
Engaged top 500+ executives/who's who among influential
150% increased in web traffic/landing page of OTA website
165% increased in live tweet streamline with 50 companies exposed
145% increased in Social media trending on amplified brand: PR/Journalist/bloggers and top influential engaged in the conversations
125% increased in participations (survey: A+ rating)

Testimonies:

- "Best Live stunt show and video/media creation ever"
- "Well put together on event, networking, interactive and VIP after party"
- "Best video I've ever seen, very engaging and the drone infiltrated the ballroom... wow"
- "Great stunt ever"
- "Best sequence in video/media and event of networking"
- "Awesome creative design on overall award shows"
- "So out of the box... very innovative...."

Client: "Working with 24Notion really set the bar higher and we are excited to be partnering with 24Notion again next year! They are very innovative, great to work with, and create a very positive engagement all around from our audience, our finalists, and the night was such a success for us...."



Live Experiential Marketing/Event by @24Notion
#24NotionTheCatalyst #OTA14



Live Experiential Marketing/Media/
Production/Creative/Social/Event/
Grassroots engagement
by @24Notion

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