

## P.R. Updates

### 1. **Media Invitations:**

- Invitations to media outlets for the MoneroTalks event in Mexico were sent out starting Friday.
- As of today, 10 media outlets have confirmed attendance for Thursday's session at 11:30 AM.
- One additional media outlet confirmed attendance for Saturday's session.

### 2. **Media Alert:**

- A media alert was shared alongside the event invitation to ensure media outlets are informed about the event's schedule from Thursday to Sunday.
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## Digital Campaign Updates

### 1. **Activation:**

- The digital campaign was launched on Saturday at 8:00 AM to attract the public to the event.

### 2. **Budget:**

- The total investment for the campaign is 12,000 MXN.

### 3. **Optimization:**

- Audience optimization is scheduled for November 12.

### 4. **Campaign Period:**

- The campaign runs from November 9 to November 17.

### 5. **Target Audience:**

- Segmentation: Individuals interested in trading, finance, and investments.
- Demographics: Aged 18–55, all genders, located in Mexico City and nearby areas.