

### Project Overview

<b>Business Name</b>	PulseFusion Agency
<b>Client Name</b>	Claire Montgomery
<b>Social Security Number (SSN)</b>	361-88-2293
<b>Project Category</b>	Video Event Marketing
<b>Client Status</b>	Active
<b>Social Media Platform</b>	LinkedIn
<b>Social Media Username</b>	claire.m.dataevent
<b>Password</b>	Mn6#rQ4pLs2z

### Client Brief

DataPod, a rapidly-growing technology firm, has approached our agency to conceptualize, execute, and promote a high-impact video event aimed at unveiling their latest data analytics platform. The client seeks a polished and immersive virtual experience highlighting the platform's core features: AI-driven insights, secure cloud integration, and user-friendly dashboards. The primary objective is to generate strong anticipation among potential enterprise clients, industry analysts, and partners. To achieve this, DataPod requires us to design an engaging storyboard, coordinate with their technical team for live demonstrations, and integrate audience Q&A segments. We are expected to utilize interactive polls and breakout sessions to promote attendee participation and retention. For promotion, our strategy includes a robust LinkedIn campaign targeting IT decision-makers, as well as teaser content across Twitter and YouTube. The client emphasizes the importance of clear, data-driven messaging, seamless event logistics, and post-event follow-up via detailed analytics reports to assess campaign impact. Our team will manage all aspects of video production, content scripting, speaker coaching, and live event moderation. DataPod will provide branded assets and access to their subject matter

experts. Success will be measured by attendee engagement rates, lead generation, and overall satisfaction as captured by post-event surveys. This project represents a significant opportunity for both DataPod's market positioning and our agency's portfolio in the tech vertical.