Event Branding & Promotion for Nonprofit Geophysics Society

PROJECT DETAILS

🏷 **Advertising & Marketing**

📅 **Sep. 2018 - Jan. 2021**

💲 **Confidential**

❝ *"Their communications were "top drawer" with integrity behind every answer."*

PROJECT SUMMARY

Advertas provided event branding and promotion services for a nonprofit geophysics society. The team handled PR, email and social media marketing, and networking with key global contacts and thought leaders.

PROJECT FEEDBACK

Advertas excelled in delivering the project in a timely manner that satisfied the client's expectations. The team established a seamless workflow through excellent communication. They were described as trustworthy and having a can-do attitude. Customers can expect capable and talented marketers.

The Client

Please describe your company and your position there.

The Society of Exploration Geophysicists (SEG) is a nonprofit professional society dedicated to advancing the science of geophysics, supporting humanitarian efforts, and accelerating technology innovation.

Most of its 13,000 global members come from the oil and gas industry. In 2018 and 2019, when working with Advertas on a first of its kind inaugural Oil and Gas Machine Learning Symposium, I was Director of Geophysics, where I "closed" a strategic partnership positioning SEG with a global market "breakout" leader in Artificial Intelligence - Oil and Gas Machine Learning.

The Challenge

For what projects/services did your company hire Advertas?

Advertas was retained to plan and execute this first strategic event of its kind in the oil and gas industry -- the Oil & Gas Machine Learning Symposium (www.upstreamML.com). Laura and her able team were responsible for all branding, promotion, speaker and sponsor recruitment, ticket sales, event logistics, and managed event P&L.

I worked with them during the first two years of the event - 2018 and 2019 before leaving the SEG in 2020. SEG looked to Advertas for their internal capabilities to execute this event annually for three years (2018-2021).

What were your goals for this project?

Advertas, through the Symposium, provided the SEG a considerable amount of public relations exposure, global branding, email marketing, social media promotion, and

networking with key global contacts and thought leaders in the arena of Artificial Intelligence - Oil & Gas Machine Learning. SEG wanted to "scale" up its exposure and prestige in AI and Machine Learning to its global 13,000 membership.

William Barkhouse
Former Director of Geophysics, SEG

Nonprofit

51-200 Employees

Tulsa, Oklahoma

CLIENT RATING

5.0
Overall Score
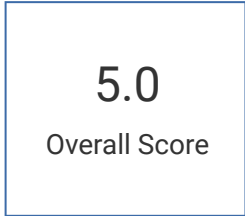
Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you select Advertas?

SEG had been monitoring the innovative technology sector of Oil & Gas Machine Learning when through our business intelligence we learned of Advertas and its impeccable reputation of trustworthiness and execution in large technology events and marketing.

We immediately approached Advertas with a proposal for a strategic partnership to reach our 13,000+ global membership and networks for Artificial Intelligence and Machine Learning. This was a unique and extraordinary market opportunity under the most rigorous of time demands for execution.

Describe the scope of their work in detail.

Advertas, through the Symposium, provided a considerable amount of public relations exposure, branding, email marketing, social media promotion, and networking with key global contacts and thought leaders.

SEG knew what its goal was, Advertas, through its outstanding execution history and present-day talents were able to navigate successfully the how of implementation and successful execution.

What was the team composition?

The Advertas execution team included their project manager, digital marketing specialist, graphic designer, web developer, and event coordinator. SEG supported a project liaison for needed SEG resource input and inter-team communications.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Advertas excelled in their delivery of projects on-time. With the hard deadline of a live even, there wasn't room for slippage. Advertas executed with a spirit of excellence and when the speakers, sponsors, and attendees showed up, everything was delivered as expected and an "electricity" of success. Advertas managed the P&L very well -- actual costs and revenues lined up with projects.

How effective was the workflow between your team and theirs?

The workflow was "one" and a single "workflow" experience ... a testament to Advertas's capabilities and talents of its employees !

What did you find most impressive about this company?

Advertas is unique in fulfilling its promise of delivery. Their trustworthiness is awesome. They have a "can-do" attitude and zeal for getting the job done, quickly, effectively, professionally, and on budget.

Their communications are "top drawer" with integrity behind every answer. Their primary method of communications were emails, text messages, and phone calls, backed up by Advertas internal project management tools.

Are there any areas for improvement?

Advertas post-event learnings could include virtual summations. To see it is to even further believe the outstanding results. Advertas relies on excellent metrics for evaluating project success.