

# CASE STUDY

## An Audience with Mike Capps The Landing, MediaCity

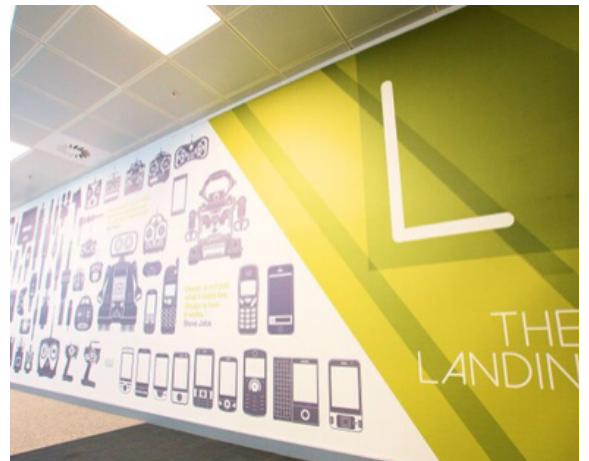


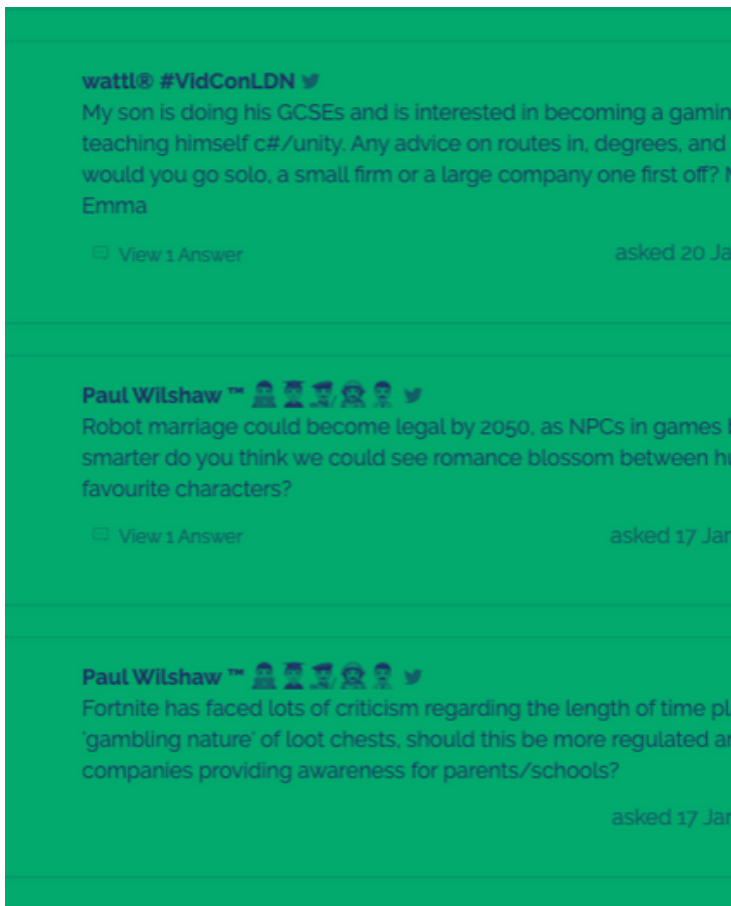
### EMPOWERING ENGAGEMENT THROUGH EVENT PARTNERSHIP

We're passionate about being a trusted event partner to our clients, supporting their events and creating meaningful engagements.

In January 2020, The Landing at MediaCity played host to Fortnite creator and one of technology's most influential leaders, Dr Mike Capps for an evening of insight into artificial intelligence and Assenty were on board as partners for the Q&A session of the event, gathering audience insights before, during and after the session.

**Joining up with the team at The Landing, here's how Assenty delivered maximum engagement in just 4 days...**





## 4,000 ENGAGEMENTS 4 DAYS

The team at The Landing took advantage of Assenty's full service offering utilising the experience and strengths of the team to execute question boards and polls which got the audience talking before the event, submitting questions for the speaker and which created more than **4,000** engagements with the event in just a 4 day period.

Supporting the event through Assenty's dedicated social media channel, we were able to convert **more than 10%** of those engagements into positive social interactions from likes to profile visits and starting conversations.

### Interested to learn more?



[freetrial@assenty.com](mailto:freetrial@assenty.com)



[@assentyapp](https://twitter.com/assentyapp)



Assenty were a late addition to our recent event but showed their impact quickly, generating engagement and audience interaction in a really small timeframe"



**Ask with Assenty** @AskWithAssenty · Jan 2  
You heard it first! "Robot romance possible?"

"I've seen it happen! That's my goal as a stor 3 years away. The issue is whether the stuidc relationships!" #MikeCappsEpicQnA

@TheLandingMCUK @paulwilshaw



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### There's no obligation with Assenty...

We want you to have the best possible experience making the most of Assenty and adding value to your event and that's why every one is welcome to a free trial.

We'll help you set up your account, question boards and polls and share your event through our marketing channels and be on hand throughout your free trial to assist with anything you need.