

# CASE STUDY

## Trailblazing a new kind of event with partners pro-manchester

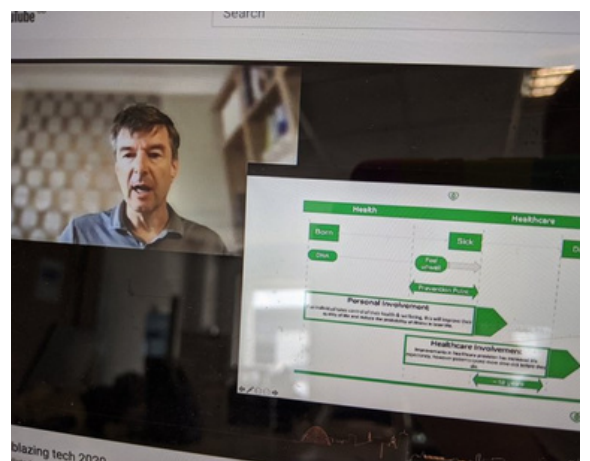
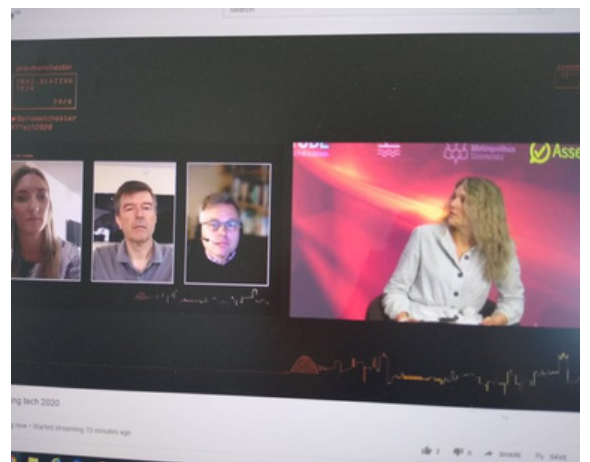


### EMPOWERING ENGAGEMENT THROUGH EVENT PARTNERSHIP

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

In March 2020 we were all set to partner with **pro-manchester** on their Trailblazing Tech Conference, a live and interactive full day event and then - lockdown happened and we all had to revise our plans.

**Fast forward to August 2020** and the team at pro-manchester had pivoted their flagship event to a hybrid offering taking advantage of a studio set up for host and speakers plus livestream and engaging Assenty's tools for audience interaction.





Fascinating question for Stephen Critchlow of @live\_evergreen following his incredibly informative live demo at #TTech2020

Again by @CarlyRazzell 🚀

@promanchester



#TTech2020 Question  
Would an app like this mean that people with chronic conditions are better able to articulate their health situatio...  
🔗 assenty.com

3:13 pm · 20 Aug 2020 · Twitter Web App

## MORE THAN 100% INCREASE ACROSS ALL ENGAGEMENT IN JUST ONE WEEK

The team at **pro-manchester** took advantage of Assenty's full service utilising the team to set up question boards and polls ahead of the event and to encourage audience engagement before the event and providing social media support and technical assistance during the event including live polling for an in-event competition.

**pro-manchester** were also able to take advantage of some of Assenty's other features including awarding questions with a prize creating a greater level of engagement for both sponsors and delegates which continued way after the event.

Supporting the event through Assenty's dedicated social media channels and alongside **pro-manchester's** social media team helped to create increases (on an average week) of 909%, 173% and 151% on metrics including likes, retweets and links clicked.

### Interested to learn more?



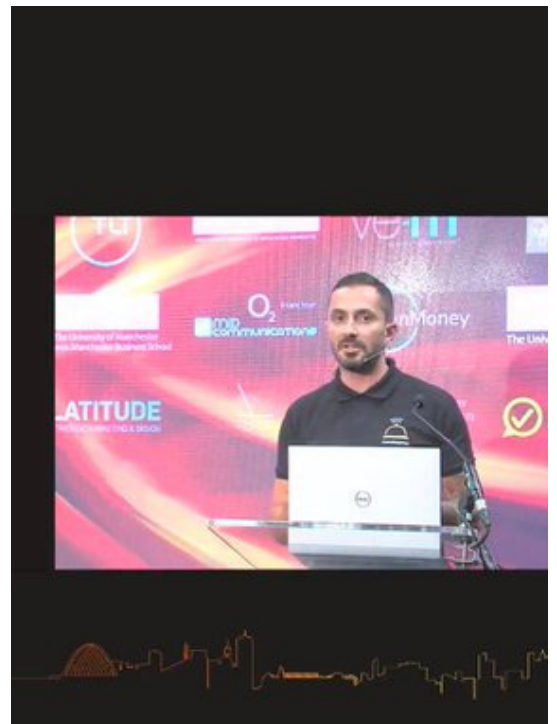
[freetrial@assenty.com](mailto:freetrial@assenty.com)



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



We loved working with Assenty, they made everything so easy and increased our audience interaction to levels we had never seen before"



### 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.