Hewlett Packard
Enterprise

TAGGBOX POWERING EVENT OF HEWLETT-PACKARD ENTERPRISE

Hewlett-Packard Enterprise (HPE) is a business-focused organization which has four major divisions: Enterprise Group, which works in servers, storage, networking, consulting and support; Software, Services, and Financial Services. They recently held an event in Mumbai where they showcased their divisions and progressive work to the audience comprising of Digital server managers and IT experts.

THEIR NEED

Since HPE deal majorly with the technical platform, they wanted Taggbox to deliver a custom digital solution for the event as well. Also, they wanted buzz created around the event on social networks with more and more people talking about it and be well strengthened on its pre-event and post-event communication. This would help to bring the gap between online and offline audience few notches down as well and create a seamless transition.
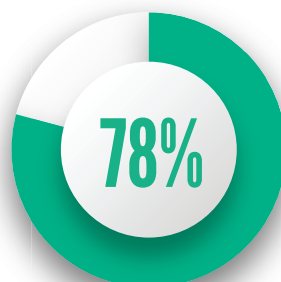
61%

Event organisers use Twitter to promote their events

53%

People are more likely to buy a product promoted socially

OUR APPROACH

The custom display we prepared for them was equipped with tweets showcase, word cloud, top influencer, semantics, and analytics. This content was being fetched with the help of our social aggregator tool and then moderated content was allowed to get a showcase on the multiple screens at the event. This digital activation gave certain vibrancy to the screen and helped raise the interaction among online and offline audience increased the numbers of likes, comments, and followers around the brand.

78%

Event organizers plan to increase their use of social media