



ATCE

ATCE | Managing Media Relations for an Industry Conference

CHALLENGE

The [Annual Technical Conference and Exhibition](#) (ATCE) is the [Society of Petroleum Engineers](#) (SPE) annual meeting featuring groundbreaking papers and special technical events designed to accelerate the application of innovations in every technical discipline for the E&P sector. For more than 90 years, oil and gas professionals from around the world attend the event to keep up with the latest technologies, industry best practices, and new product launches.

OBJECTIVES

ATCE engaged Pierpont to manage media relations for its 2017 and 2018 events.

SOLUTION

In addition to handling inquiries from international media outlets for press registration, interviews, event announcements, and more, Pierpont developed original content to support media and marketing efforts around the event, including conference fact sheets, key messaging playbooks, news releases, media pitches, conference previews and awards information. Pierpont also supported international oil and gas companies exhibiting at the show with media counsel, marketing tools, press materials, and more to help them maximize their sponsorship dollars.

RESULTS

ATCE's 2017 and 2018 shows were a great success, attracting more than 8,000 guests from 60 different countries each year and were joined by journalists from the industry's top oil and gas trade.

BY THE NUMBERS

8000

Guests

60

Countries

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