



Baker Botts

Baker Botts | Showcasing Emerging Technology Through Media Relations

CHALLENGE

[Baker Botts](#) is an international law firm recognized as a leading firm in the energy and technology sectors. Baker Botts hosted its first annual SXSW [Emerging Company Showcase](#), an immersive panel discussion focusing on Artificial Intelligence (AI) and Internet of Things (IoT). The panel featured executives from leading corporate venture capital firms, including Toyota AI Ventures, Samsung Catalyst Fund, Chevron Technology Ventures and Cisco Investments as well as current and former Pierpont clients [Maana](#) and [SparkCognition](#), who collectively invest \$500+ million annually in emerging technologies.

OBJECTIVES

To build awareness and interest in the inaugural event, Baker Botts partnered with Pierpont to engage national and local media.

SOLUTION

Pierpont conducted media outreach to local Austin print, broadcast and online outlets, in addition to national technology and AI/IoT reporters and producers.

RESULTS

The team secured interest to attend and cover the session from several Austin-based media and top-tier national technology outlets, including the Austin Business Journal, Austin Food Magazine, Cosmopolitan and Elle Magazines, Silicon Hills News and Upside. This media engagement resulted in secured stories by influencers who attended the event, including [Xconomy](#) and [Austin Inno](#).