



Greenbuild

Greenbuild | Elevating the 2019 Greenbuild Conference to a national audience

OBJECTIVE

The 2019 [Greenbuild Conference and Expo](#), the world's largest annual event for green building professionals, partnered with Pierpont to increase overall awareness of the conference, its speakers, and title sponsor. Held in Atlanta, the conference featured high-profile speakers such as former President Barack Obama, Bernice King, teen climate change activist Jamie Margolin as well as many others.

SOLUTION

Pierpont initially engaged with Greenbuild for the 2018 iteration of the conference in Chicago and used key learnings from the previous conference to help shape the media outreach plan. Pierpont took a surgical approach when building out the list of media contacts and crafted targeted key messages. In addition, Pierpont leveraged the proximity of top-tier political reporters who were in town for the Democratic debate to secure national media attendance at President Obama's address including outlets such as CNN, CBS News, NBC News, Fox News, The Guardian, Fortune, and The Weather Channel. Following the address (and throughout the conference), the Pierpont team garnered top-tier national media coverage in outlets such as the [Associated Press](#), [CNN](#), and more. The AP story alone was picked up by more than 220 outlets, including the [New York Times](#), [Washington Post](#), [Bloomberg](#), [ABC News](#), and many others. The team also secured a full media sweep from all the local broadcast outlets and several pieces of coverage in the [Atlanta Journal-Constitution](#) as well as with the local NPR affiliate.

RESULTS

The former president wasn't the only one who enjoyed the spotlight. Pierpont secured media coverage and interview requests for every speaker of note at the conference. In total, Pierpont's proactive media relations efforts generated 290 stories across national, trade and local outlets, garnering more than 250 million media impressions. At the conclusion of the conference, Pierpont crafted a key learnings document outlining key takeaways and opportunities for consideration. In addition, Pierpont provided a comprehensive media coverage report recapping the organic media coverage garnered on behalf of the conference, secured interview opportunities and confirmed national media attendance.

BY THE NUMBERS

250M

Media Impressions

290

Stories Across Nation

220

Outlets