



# HMEIC | Building Awareness and Driving Attendance Through Social Media

HMEIC | Building Awareness and Driving Attendance Through Social Media

## OBJECTIVE

The [Houston Marine & Energy Insurance Conference](#) (HMEIC) is the premier marine and energy insurance and admiralty law conference in the world. For over 50 years, HMEIC has attracted top talent and become the central meeting space for leaders in its industry. In an effort to build awareness and drive attendance, the conference engaged Pierpont to manage and grow its digital presence on LinkedIn, Facebook and Twitter.

## APPROACH

Pierpont worked with the Board to define goals and set KPI's for its social media efforts, as this was the first campaign of its kind for the conference. Pierpont educated HMEIC on the importance and impact social media could have on registration and potential attendees' impressions of the conference. Then, Pierpont developed a content calendar and managed the daily postings for the conference up to the day-of, where Pierpont posted live and engaged attendees through live Q&A.

## RESULTS

Through Pierpont's social media efforts, the conference garnered 80,000 targeted social media impressions and thousands of engagements and followers - all organic and in just two months. As a result of this social media success, the conference hired Pierpont to support its next conference and looks forward to continuing to build on the achievements of year one.

## 80K

Targeted Social Media Impressions