



HMEIC | Driving Record Engagement and Attendance Through Digital Marketing

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CHALLENGE

The [Houston Marine & Energy Insurance Conference](#) (HMEIC) is the premier marine and energy insurance and admiralty law conference worldwide. For over 50 years, HMEIC has attracted top talent and has become the central meeting space for leaders in its industry. After the COVID pandemic, HMEIC wanted to restore attendance to pre-pandemic levels.

OBJECTIVES

- Increase followers and engagement on LinkedIn and Facebook.
- Elevate the conference's reputation and thought leadership position within the industry.
- Grow the number of attendees through the effective utilization of social media and email campaigns.

APPROACH

Building on our previous strategies and tactics, Pierpont collaborated with the Planning Committee to define set KPIs for its social media efforts. Additionally, Pierpont leveraged email marketing to boost event attendance by delivering targeted, engaging content to drive registrations. Online advertising was also created and published by Pierpont.

RESULTS

By the campaign's conclusion, Pierpont's strategies had proven successful, achieving a total of 512 registrants and surpassing previous years' numbers. The email distribution contributed to an impressive 109 attendees. Building on the momentum from previous conferences, Pierpont's social media content led to increased follower growth on both LinkedIn (+9.55%) and Facebook (+6.73%). Pierpont also secured coverage in [The Maritime Executive](#), positioning a key committee member as an expert and spreading awareness of the conference. A post-conference survey indicated a positive reception, with an overall rating of 4.65. The HMEIC planning committee hired Pierpont to support its 2024 conference and is eager to build on the success of past years.

BY THE NUMBERS

500+

Conference attendees

9.55%

LinkedIn follower growth

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