



# Offshore Technology Conference | Announcing 'd5' - Live and Online

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## **CHALLENGE**

In 2015, the Offshore Technology Conference - the world's largest oil and gas tradeshow - launched d5, a new event designed to share game-changing ideas and drive exponential growth in the energy industry.

## **SOLUTION**

Rather than stage a traditional press conference to announce the event, Pierpont proposed and executed a free debut webcast as innovative as d5 itself. More than 50 attendees across the globe watched the Google+ Hangout live, and nearly 1,000 people viewed it later on YouTube. The webcast was also covered by social media and FuelFix.com.

OTC then used the shareable YouTube video to market d5 to potential attendees, tracking inbound referral link traffic and resulting ROI.