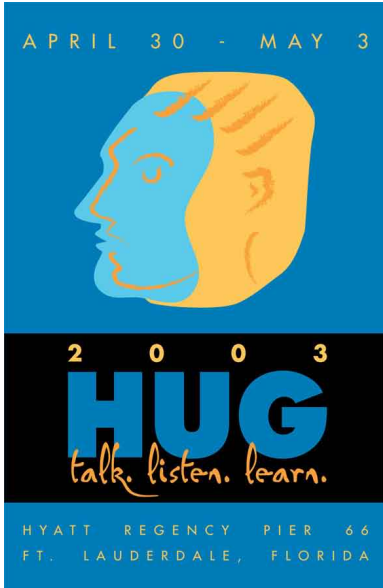


case study ::: no. 24

HUGHES - Thematic Development



How do you reinvigorate a customer conference that has been held for over 15 years? How do you entice those that use your product to attend an event, that by all counts had become stale, repetitive and not worth the time? Hughes Network Systems found themselves in this very dilemma with its Hughes User Group (HUG) conference and called industrialevents.

Our creative team developed an entire thematic strategy for this event starting with a new identity as an umbrella under which all other elements flowed. All promotional materials, badges, signage and giveaways were tied together and branded to create instant recognition. A more comprehensive schedule of events was developed to entice guests that might not have attended previously and a new perception of organization and professionalism increased the event's level of interest and to an immediate increase in attendance.

This singular visual element has been carried over from the initial treatment every year since. The success can be measured in attendance (from 30 in the previous year to 59), event attendee surveys (96% satisfaction rate), and sustained success (attendance of more than 150) in subsequent years. This event continues to thrive and industrialevents continually develops ways to keep it fresh.

