

TOKEN2049

Empowering Clients at Events

Driving High-Impact Media Coverage for Clients at Key Industry Events

We collaborate closely with our clients to plan, strategize, and identify the most compelling angles to maximize their media coverage, impact, and outcomes at key industry events.

TURNING INDUSTRY EVENTS INTO WINS FOR OUR CLIENTS

At MarketAcross, our event strategy is built on maximizing client visibility and fostering personal relationships before, during, and after major industry conferences. Specifically, at Token2049 in September 2024, we **supported over 50 clients on-site, secured 30+ media interviews, attended 20 side events, and held in-person meetings with many of our clients, strengthening long-term partnerships and ensuring media success.**

INSIDE OUR EVENT EXECUTION PROCESS:

CLIENT COORDINATION

We confirm attendance, understand each client's goals, and identify key team members traveling to the event.

PRESS & MEDIA STRATEGY

We determine who is available for interviews and secure top-tier media opportunities with global publications.

SIDE EVENT PLANNING

We map out client-hosted and industry events, ensuring our team is present to support, network, and maximize visibility.

ON-SITE ENGAGEMENT

We meet with clients in person to check in, provide support, and build stronger relationships beyond digital communication.

STRATEGIC MEDIA ENGAGEMENT & PRESS INTERVIEWS

As part of our comprehensive media strategy leading up to the event, we executed a targeted outreach campaign to the conference's press list, comprising key journalists and reporters slated to attend. Our goal was to proactively position our attending clients as thought leaders and secure high-value media opportunities.

This approach resulted in securing and facilitating over 30 on-site media engagements, including relationship-building meetings, video interviews, podcast features, and in-depth interviews that led to published articles. We provided hands-on support throughout, ensuring our clients' messaging aligned with their strategic objectives while maximizing media exposure.

OUR EFFORTS YIELDED NOTABLE MEDIA PLACEMENTS, INCLUDING:

Coindesk: [dYdX to Debut Perpetual Futures on Prediction Markets](#)

Cointelegraph: [AI Risks Without Blockchain – 0G Labs CEO](#)

Nikkei Asia: [米大統領選、web3の追い風か 鍵はゲンスラー氏](#)

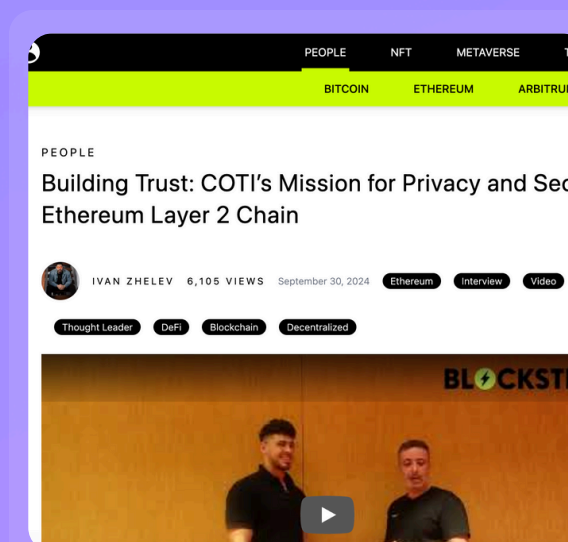
Video Interviews: [Blockster: On-Site Coverage](#), [AltcoinBuzz: Exclusive Interview](#)

SOME OF OUR CLIENTS AT THE EVENT

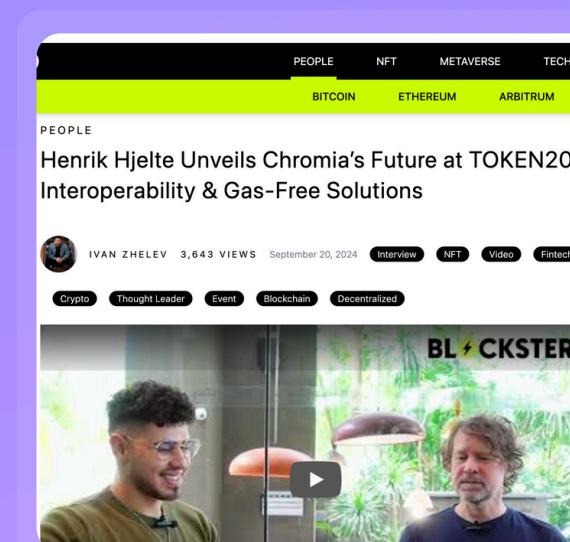
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EXAMPLES OF TOP RESULTS

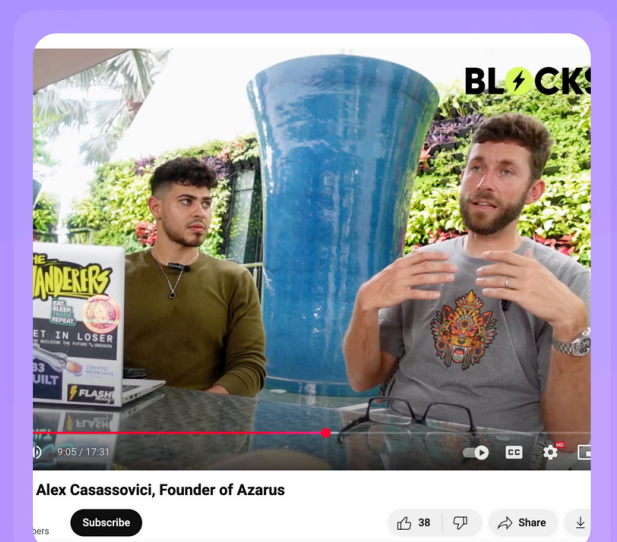
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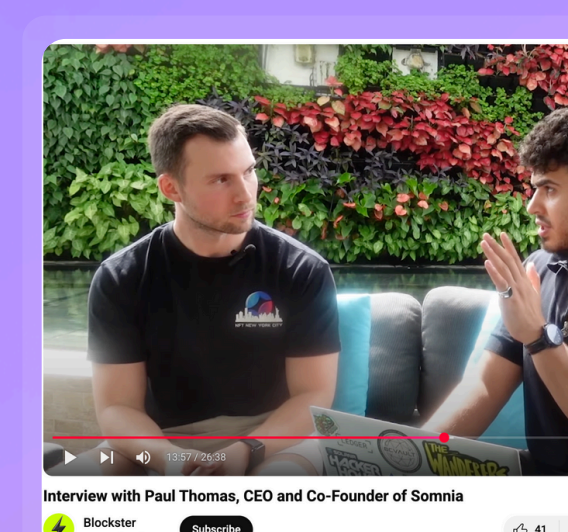
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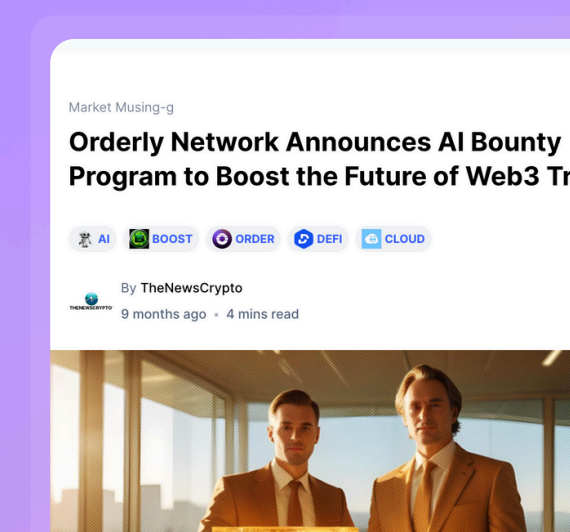
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