**Event- “Collision Participation – Booth and Social Media Campaign”**

Invest in Hamilton Collision webpage: [Collision 2022 - Invest in Hamilton](https://investinhamilton.ca/collision/)

**1. Purpose of Project (including intended outcomes)**

Hamilton has a long history as a “City of Innovation” and continues to further this narrative by growing and attracting talent, mobilizing research development, and investment.

In June 2022, to engage with the national and global innovation community, Hamilton Economic Development participated in the Collision Conference in Toronto, one of the largest North American tech events. The team secured a booth at the event and designed a social media campaign aimed at:

* Raising awareness amongst deciders and influencers in the GTA and beyond about the investment opportunities in Hamilton’s tech sector.
* Showcasing Hamilton’s successes and personality using storytelling, booth animation and strategic partnerships.
* Connecting with attendees and identifying potential opportunities for collaboration and investment.

**2. Effectiveness Meeting Objectives**

* Awareness: The social media campaign resulted in 228% more interactions on Invest in Hamilton’s LinkedIn page in comparison to the previous month and 110% more twitter impressions compared to the previous weeks.
* Storytelling: Participation at the event which involved Hamilton partners resulted in 2 booth announcements, and 4 media stories.
* Connect: The Hamilton Economic Development team secured over 100 new followers across all social platforms and engaged in 300 direct conversations/ interactions at the booth.

**3. Challenges & Changes Made**

One of the main challenges to designing and implementing a campaign during a major event is the amount of social media content on the web which reduces potential exposure and visibility. To minimize this, Hamilton Economic Development, took advantage of the days pre-conference to attract interest and took a collaborative approach to content development. Rather than focusing on the messaging of the City, “told by the City,” the Hamilton team worked with partners to share their successes and perspectives which increased the amount of engagement and delivered a more authentic message.

**4. Target Audience**

The primary target market for this campaign were based on the *decider* personas identified in Hamilton’s Marketing Strategy: C-suite executives, Founders, VP’s, Directors, and Managers.

**5. Specifics**

**Social campaign**

The social media campaign spanned 8 days, pre, during and post the event. The posts leading up to Collision mainly included “did you know” facts about Hamilton including national and international recognition, the strength of key sectors, institutions and labour market. Each day of the conference, the team highlighted the stories related to a key sector (ICT and digital media, advanced manufacturing, and life sciences).

**Booth Activity**

The Invest in Hamilton booth exhibited a “red brick industrial look” and included representation from strategic innovation partners [McMaster University](https://www.linkedin.com/company/mcmaster-university/), [Synapse](https://www.linkedin.com/company/synapse-medical-communications/)[Mohawk College](https://www.linkedin.com/company/mohawkcollege/), [McMaster Innovation Park](https://www.linkedin.com/company/miphamilton/), [Gowling WLG Hamilton](https://www.linkedin.com/company/gowlingwlghamilton/) and [Forge & Foster Investment Management](https://www.linkedin.com/company/forge-and-foster/). Each day, the booth also hosted an announcement based on the sector highlight which resulted in 4 media stories about [Verificient’s](https://investinhamilton.ca/blog/2022/06/22/verificientopensofficeinhamilton/) and [Omniabio’s](https://investinhamilton.ca/blog/2022/06/23/omniabio-shares-expansion-to-the-city-of-hamilton-at-collision-conference/) expansion into Hamilton.

**6. Sustainability**

One unique feature that the team incorporated into the event was the development of a [Collision-specific webpage](https://investinhamilton.ca/collision/) which provided attendees with a snapshot of the City from a startup perspective. Rather than reading printed collateral, attendees could scan a QR code and get an overview on their mobile devices. This decision not only helped to reduce waste, but also showcased the City’s commitment to new platforms to network and share information.