



ALLEGRAVITA
 北京乐微塔营销咨询有限公司
 PR & STRATEGIC COMMUNICATIONS
 FOR CHINA AND THE WORLD
 公关传媒·专注中国·服务世界

neustar®

Hosted by Alibaba Group, The Computing Conference is the largest cloud computing and AI conference in China. The Hangzhou event is the largest one and the focal point of the annual conference series. The domain names section became a significant part of the conference since 2016. Allegravita was hired by Neustar Inc. to take full charge of the planning and execution of the company's first appearance at the Hangzhou event 2017.

Exhibition planning, event logistics, public relations, business development, spokesperson training, social media

The Computing Conference Hangzhou 2017 presented over 500 exhibitions of brands around the world and attracted more than 60k attendees from 67 countries.



OUR PLAN:

Allegravita successfully helped Neustar to accomplish its debut at The Computing Conference with a four-day exhibition. To increase the awareness and perceived value of pinyin domains in Neustar's two domain brands, .biz and .CO, Allegravita established an interactive exhibition booth for Neustar with entertaining experience activities, including perfume DIY workshop (shared by .CO Startup Ambassador Vicky Law), basketball game machine, WeChat photo printer, and H5 mobile game. Participants got chances to learn more in-depth about the domain brands of Neustar.

Allegravita helped Neustar's Aisa Regional Director, Mr. Fernando España, earn positive exposure by providing professional spokesperson training before he attended the CEO panel of the domain session and the interview with 22.cn.

We also grasped the timing to launch a new ".biz Business Leader" program at the conference, which became an excellent start for Neustar to expand its elite community. Throughout the event, our continuous efforts on social media promotion eventually earned us 2.5k new followers on WeChat after the conference.

CASE STUDY: NEUSTAR AT ALIBABA YUNQI COMPUTING CONFERENCE 2017



IMPLEMENTATION:

During the whole event planning process, Allegravita was responsible for all the event logistics, including booth design, souvenir design, vendor contact, media outreach, travel planning and on-site support. With a deep understanding of Chinese culture and policy, Allegravita helped Neustar clear the obstacles during the trip and build stronger relationships with its partners in China.

RESULTS:

Neustar turned out to be the largest and most popular exhibitor among all the registries, and its first appearance at The Computing Conference became a huge success under the elaborate planning of Allegravita.

