



2019 Blockchain Industry Technology Summit

區塊鏈產業技術峰會

Introduction of BITS:

An one-day conference held on 29th January 2019 to feature companies utilizing Blockchain Technology in their day-to-day businesses. This conference was supported by Taiwan's Ministry of Economic Affairs and Institute of Information Industry.

BITS' circumstance:

As a government funded event, they expect a high level conference focusing on helping local Taiwanese and businesses to understand the developments of blockchain technology. The conference was given a month timeline.

Solution for BITS:

Since it is a government funded event in Taiwan, the conference must be held in a public priced location, hence hotels are not viable which made location scouting a chore. There are expectations for the number of overseas and local speakers, media exposure, turnout numbers and several above and below the line requirements for this public event. We had successfully invited over 6 overseas speakers and 25 local speakers dividing them into three tracks of sharing, which garnered more than 1,000 registrants and 50% turnout.



Community engagement



Marketing collaterals design & production



Event activation



Educational



Media Interviews