DUBAI AI & WEB3 FESTIVAL

About

The Dubai AI & Web3 Festival is a premier event that showcases Dubai's commitment to being a global leader in artificial intelligence and blockchain technology. Held in September 2024, the festival brought together industry experts, innovators, and investors from around the world to discuss the latest trends, opportunities, and challenges in these emerging fields.

Campaign Objective

- Increase awareness of the Dubai AI & Web3 Festival as the premier event for AI & Web3 technologies in the region.
- Drive engagement with the target audience through social media, website promotion, and print materials.
- Increase event attendance and secure partnerships for the next edition.

Target Audience

Government Officials, Ministers, Founders, Presidents, CEOs, Managing Directors, CTOs, COOs, Executive Directors, Tech enthusiasts, startups and VCs.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement. mainly using LinkedIn, Facebook, X to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia website to raise awareness around the event in Dubai.
- Launched Display Ads across Inc Arabia websites.
- Launched ads on Inc Arabia digital magazine – Sep Edition.
- Sent an email shot to Inc Arabia subscribers promoting the event.
- Distributed print magazines during the event.
- Conducted interviews with the speakers during the event.

Results

Editorial Articles

28.7K+ Views **25.6K+** Unique Users

Advertising Campaign

39K+ Impressions

Designed with ❤ by 7awi Media group