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EDGE WORLD

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STORIES THAT MOVE

AKAMAI EDGE WORLD

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Akamai Edge World

EXPERIENCE AT THE EDGE

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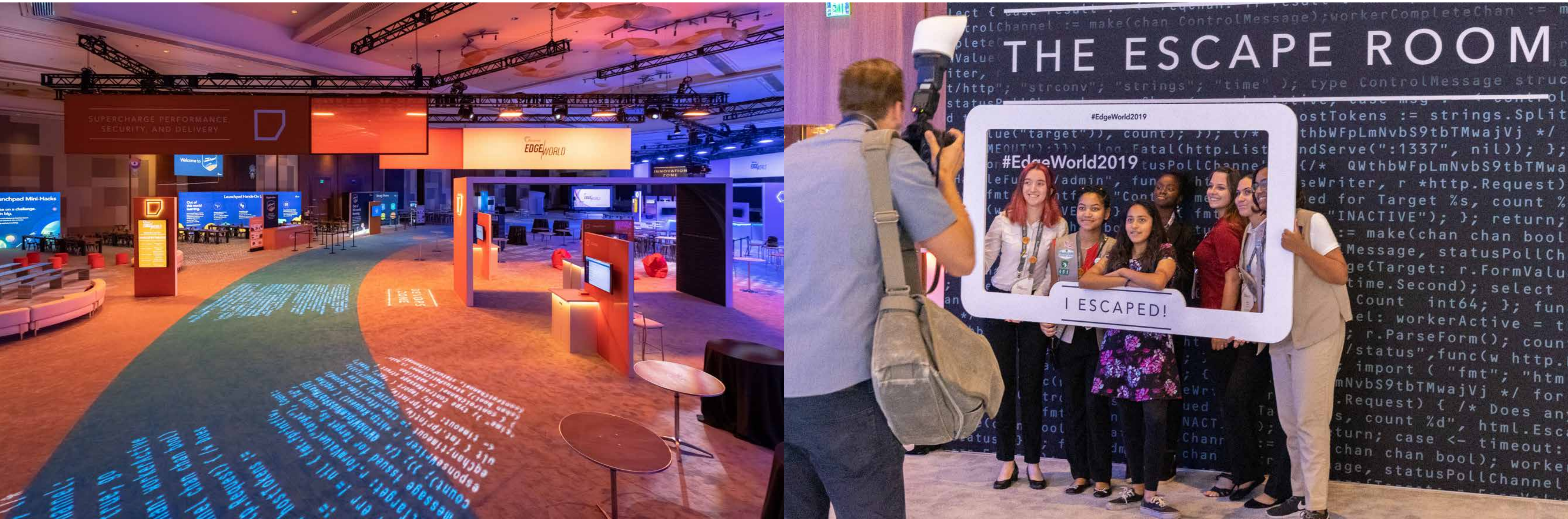
Challenge

To create a conference for Akamai's customers and prospects that focused on attendee engagement while showcasing their extensive digital solutions at Edge World 2019 in Las Vegas.

Solution

A cohesive and dynamic experience that encouraged exploration, inspired participation and highlighted the benefits of innovating at the Edge.



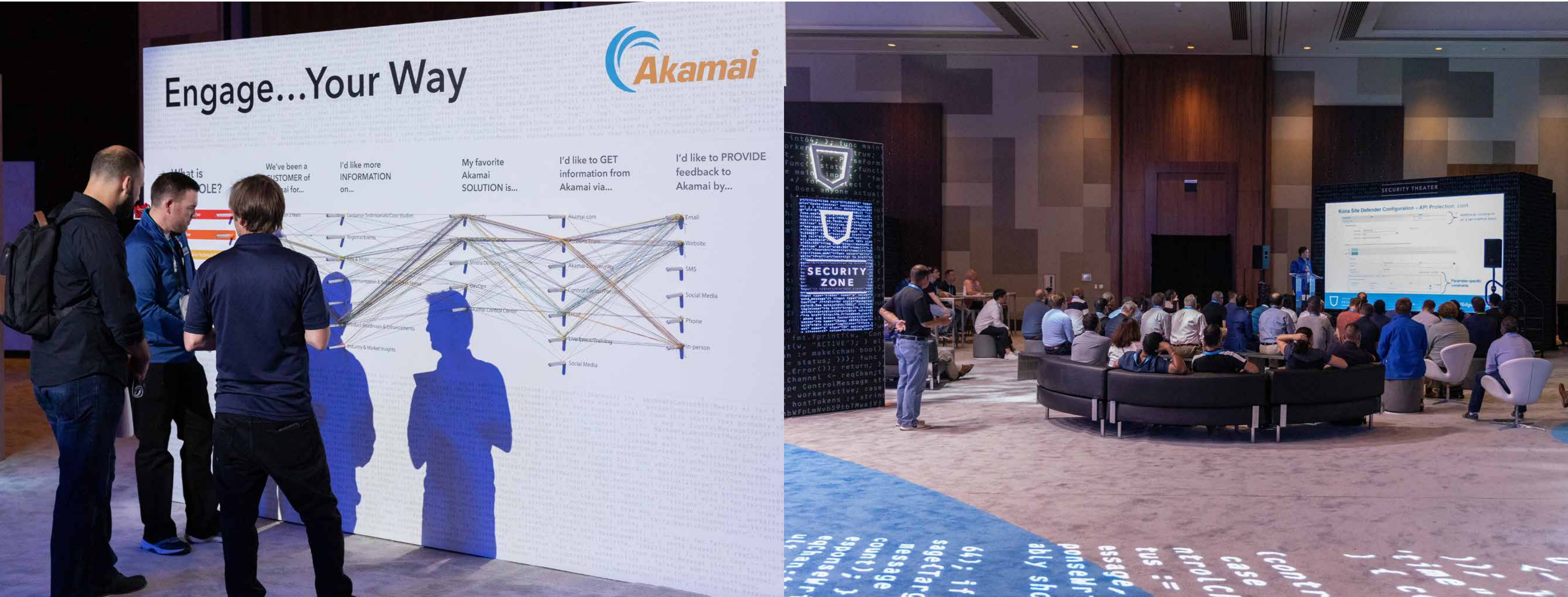


Akamai Edge World is a four-day conference where business leaders, developers, technologists and industry influencers learn how to build fast, intelligent and secure digital experiences.

With the Edge Platform serving as the next frontier of business innovation, Akamai didn't want Edge World to feel like just another conference. They wanted it to be an experience. And more specifically, an experience centered around their users and attendees.

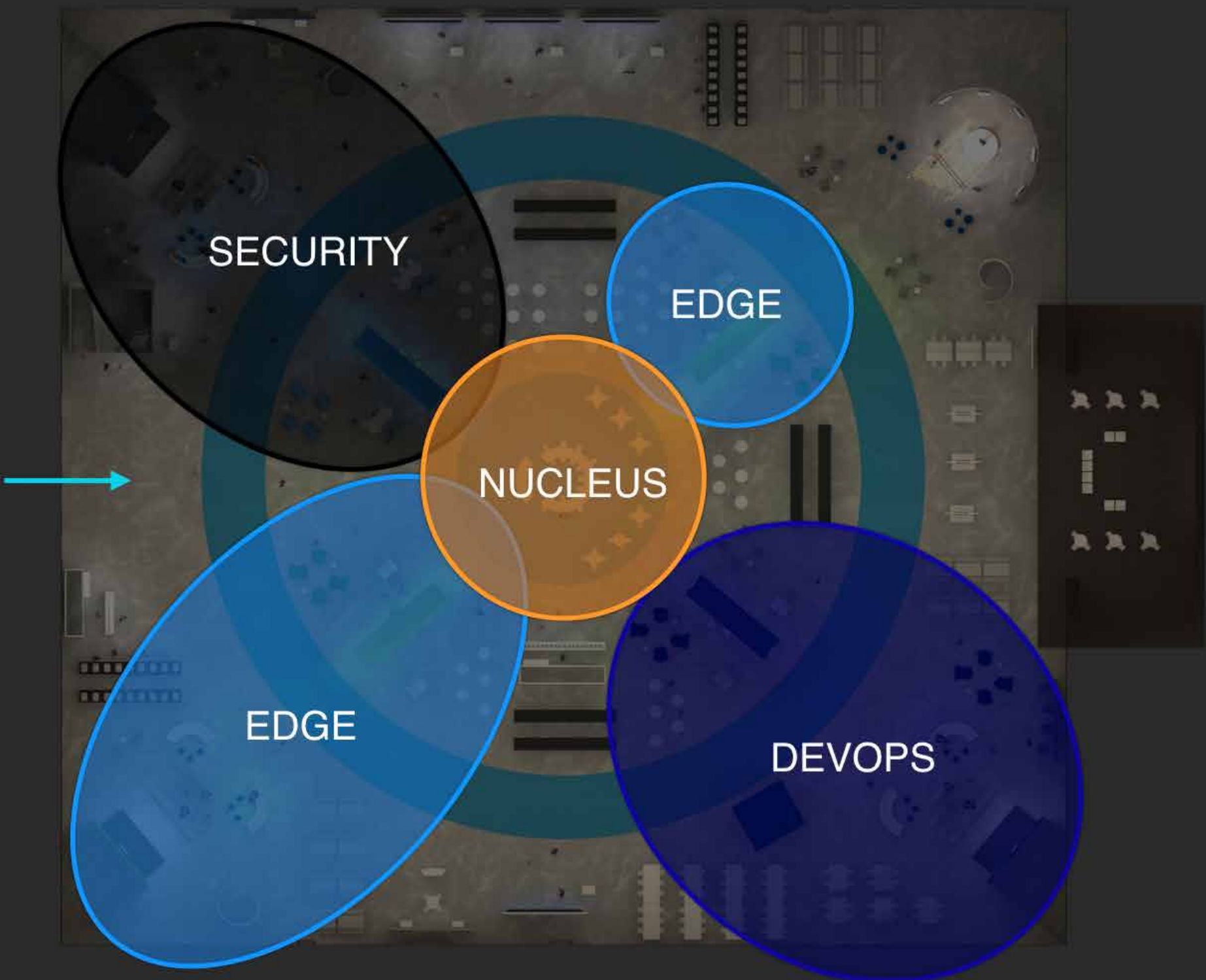
To do that, we needed to better understand the people who gather at the Edge—who they are, how they learn, what they want from conferences and what they haven’t been getting from them. We then used the insights gained through research and interviews to inform our event strategy.

We discovered Edge World attendees crave fun experiences where they can interact (and compete) with like-minded people. So we worked with the Akamai team to develop an experiential marketing platform to help them connect with their users in new ways.





ZONES

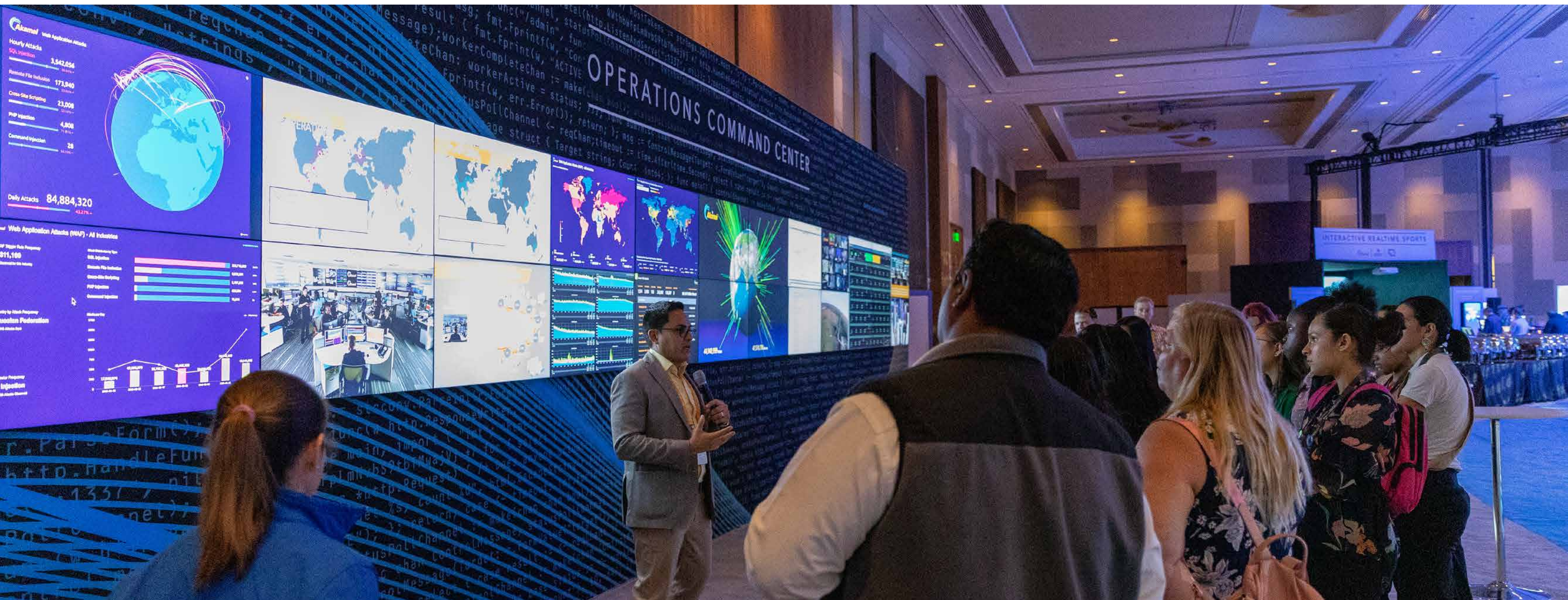


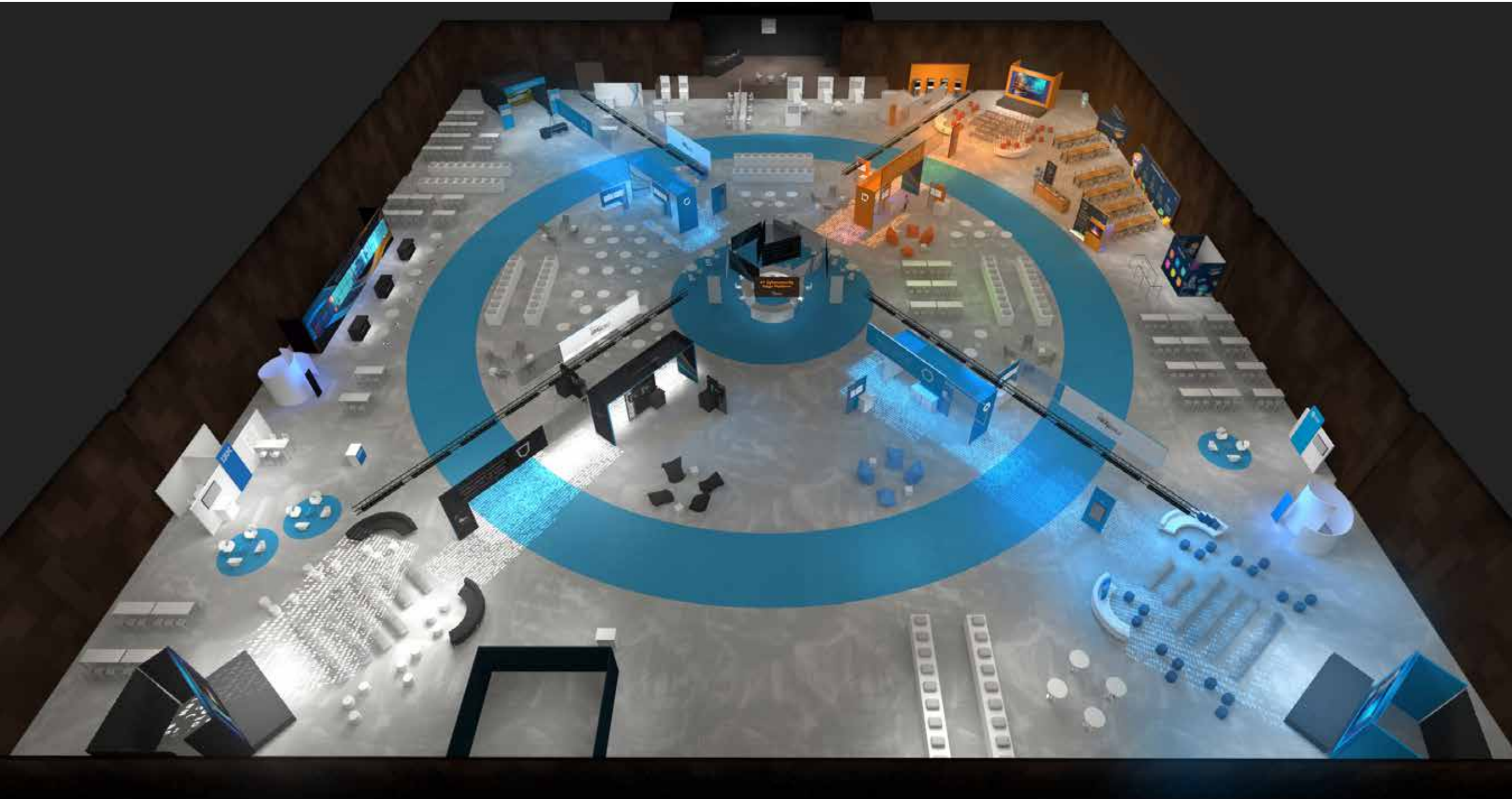
Our strategy focused on infusing energy and a hint of drama into every aspect of the event. Graphics, lighting, projected content and even a wall of fog worked towards generating excitement from the moment attendees walked in—transforming the ARIA hotel from event venue into fabled portal beckoning guests to boldly go into the future with Akamai.

Once in the space, attendees encountered an unusual floor plan. The circular layout established a cohesive yet non-linear story for attendees to (literally) walk around. Four zones radiated out from the center welcome desk and expert bar. Each zone highlighted a different solution category and featured demo stations, a theater and a hands-on lab for attendees to see, use and learn more about Akamai’s solutions.

The move away from a traditional path encouraged attendees to choose their own adventure without missing out on fundamental messaging. Iconography paired with color-coded lighting and graphics defined each zone and created a clear wayfinding system as guests moved from section to section and interaction to interaction.

Within the zones, attendees’ desire for entertainment and competition were met with challenges to test their skills in an escape room, golf simulator and arcade. Guests could also register to participate in games promoting the kickoff of Launchpad, Akamai’s new developer training platform, and earn tickets to redeem at the on-site swag store.





As Akamai's strategic experiential marketing and production partner, we helped them see their brand and their event differently. Akamai trusted us to not only envision the new Edge World but also to deliver it.

We helped them evolve a turnkey conference into a customized experience for clients and prospects. The event was an unmitigated success, resulting in 1,300 attendees, large crowds from open until close and outstanding engagement throughout. And that success inspired Akamai to turn Edge World from a bi-annual event into an annual one.