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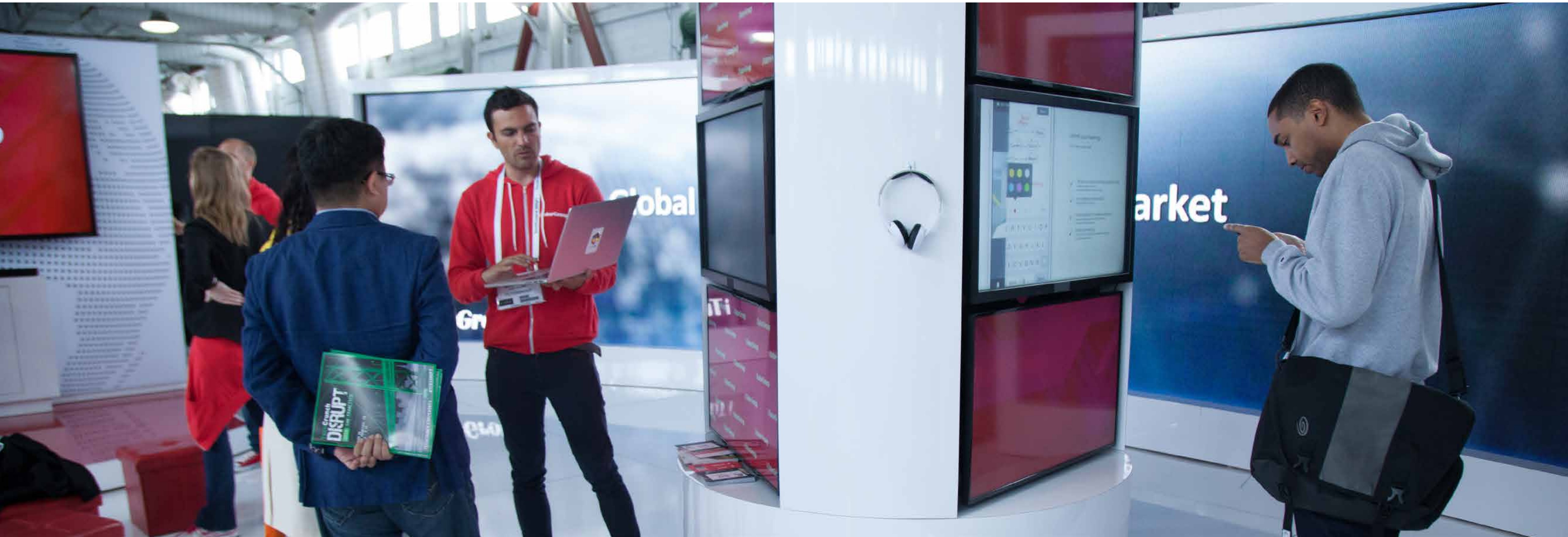


Challenge

To build awareness of the iTutorGroup brand and launch their patented LiveH2H video conferencing platform in the United States at TechCrunch Disrupt San Francisco.

Solution

A striking 30' by 30' booth that hosted live stream demos—including yoga classes, dance lessons and cooking tutorials—to demonstrate the capabilities of LiveH2H and promote iTutorGroup as a global leader in online education.





Due to a tight schedule, the iTutorGroup concept was conceived, developed, built and stood up—and the booth’s components created from scratch—in record-breaking time.

The booth, which was one of the event’s largest exhibits, featured bold branding, a 30-foot-wide LED video wall and reflective laminate flooring. **The design strategy was to create a visual impact while keeping the space open enough to support large group tutorials.**

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Demos were filmed at an off-site studio, which we produced and created various scenic backdrops for. The demos were live streamed to the booth's 90-inch learning lab screens for the event's attendees.

We also designed and produced screen savers promoting iTutorGroup brands to run on the learning lab screens when they weren't streaming demos. We contributed to staffing and creating wearables for the exhibit team, recommending and producing daily giveaways as well as designing and 3D printing a TechCrunch award sponsored by iTutor Group.





Following day one, iTutorGroup hosted an after party for 500 people. We designed the space, applied branded elements and even sourced the DJ and catering.

However, the party was more than just a good time. Revelers who were unfamiliar with iTutorGroup before the bash stopped by the booth in the following days to find out more about the brand.

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Overall, the booth drew 4,000 attendees—including 400 members of the press—and generated 10 million online views. iTutorGroup also collected 470 leads at the event, 25% of which requested post-show follow-up.



Say hello.

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