



SXSW EDU 2023 CASE STUDY



"[SXSW EDU] ensured primary placement and smooth execution of the lounge. Specific actions: walked us through the conference center layout, explained the nuances of various spaces, and helped us select the most high-impact location. Part of our package included furniture and AV, which SXSW staff helped us select and execute."

-Siegel Family Endowment



AT A GLANCE

- Location: Headquartered in New York City, NY
- Employees: 16
- Industry: Philanthropy
- SXSW Product Featured:
 - Lounge
 - Press Happy Hour

Siegel Family Endowment aims to ensure all people have the tools and equitable access to systems necessary to engage with and affect change in a rapidly evolving world. They do this by making investments in mission-aligned organizations.

THE TARGET

1. Elevate the Siegel Family Endowment brand
2. Promote their research around schools as community infrastructure
3. Source stories and case studies that align to their framing as proof-points for future promotion and/or funding
4. Build and strengthen their network.

THE APPROACH

By creating a lounge space open to all attendees, Siegel Family Endowment succeeded in setting up an interactive experience for participants. Hosting the space for multiple days allowed them to maximize the number of attendees they could reach. Hosting a Press Happy Hour allowed them to gain introductions, visibility, and socialize with members of the education media.

THE IMPACT

SXSW EDU facilitated brand promotion on digital screens and signage, resulting in nearly 200 attendees at their event. Siegel Family Endowment was able to explore and execute their “out-of-the-box” ideas which resulted in a great turnout for all 3 days of their lounge space. The Press Happy Hour resulted in valuable introductions to relevant connections.