


2025 CLIENT CASE STUDY

KNOPRO POWERED BY NAF

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SXSW 
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"It was clear that we were building brand awareness throughout the conference, as more and more people... had some familiarity with KnoPro."
Stefanie Hausman, Director of Learning Design & School Success, NAF



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AT A GLANCE

- Location: Headquartered in New York, NY
- Industry: Non-Profit, Education
- SXSW Product Featured:
 - EDU Mobile App Presenting Sponsorship
 - EDU Expo Booth
 - Partner Programming

NAF is a national education non-profit that brings schools and businesses together to better prepare students of all backgrounds and capabilities for future success.

THE TARGET

NAF aimed to increase brand awareness by building their target audiences throughout SXSW EDU. offer in terms of innovation and creativity. The goal was to inform educators about KnoPro, demonstrate the product, and encourage them to use it with their students.

THE APPROACH

With exposure throughout the expo, conference, and digital presence, these key elements offered NAF a platform to dive deeper—sharing thought leadership, demonstrating their product in real time, and leading important conversations with stakeholders. Together, the booth and the session allowed them to attract and inform: turning interest into meaningful impact.

THE IMPACT

KnoPro saw a rise of growth with eager students signing up on the spot. Over 50 teachers and over 400 students registered for KnoPro, enthusiastic to participate in KnoPro Challenges. The overall recognition of the brand escalated their engagement, putting their product at the forefront of SXSW EDU.

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“The booth provided us with a physical presence to engage with attendees, showcase our work, and have one-on-one conversations that spark connections and deeper interest in what we do.”

Stefanie Hausman, Director of Learning Design & School Success, NAF



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