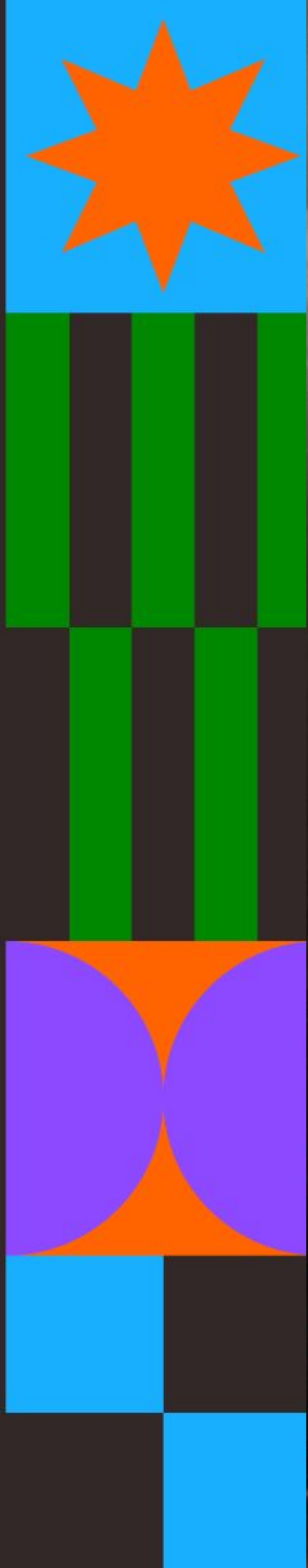


SXSW 2024



GLEAN CASE STUDY





AT A GLANCE

- Location: Palo Alto, California, United States
- Employees: 300
- Industry: SaaS
- SXSW Product Featured:
 - Industry Happy Hour

Glean is a Software-as-a-Service company specializing in AI-powered search across company-wide data, including platforms like Google Drive, Slack, Salesforce, Jira, Microsoft Teams, and more.

THE TARGET

To bring together and highlight Glean in front of professionals, executives, and leaders within the AI industry.

THE APPROACH

By hosting the AI Industry Happy Hour, Glean created a space for mingling, networking, and positive interactions with their brand. As there is only one Industry Happy Hour offered per Conference Track, Glean's event was a must-attend for anyone in the field of AI. Refreshments and food were provided at a central Austin location, right next to the Convention Center for easy access.

THE IMPACT

The official schedule listing received over 1,500 user favorites. Glean was also able to provide multiple touchpoints with their branding on tote bags, signage, and freebies, leaving a lasting impression on attendees.