

SXSW
2024



LAUNCH TENNESSEE CASE STUDY



Photo Credit: Michael Poncé Creative

“Our experience at SXSW was a success, especially for a first-time event. We had double the number of people who saw the event that we wanted to (as evident by RSVPs), and we got great feedback in our post-event survey about the programming and our swag.”

- Lindsey Cox, CEO



AT A GLANCE

- Location: Headquartered in Nashville, TN
- Employees: 18
- Industry: Non-Profit, Government
- SXSW Product Featured:
 - Multi-Day Official Event

LaunchTN is a public-private partnership that supports entrepreneurship and economic development with a goal of being Tennessee's hub for startups and innovation.

THE TARGET

The Tennessee House activation at SXSW aimed to spread the word about all Tennessee has to offer in terms of innovation and creativity. LaunchTN wanted to bring Tennessee to downtown Austin in a fun and interactive way, and connect with people who may be interested in innovation and entrepreneurship in Tennessee.

THE APPROACH

By becoming an official event, Tennessee House was included on all official SXSW schedule listings on both schedule.sxsw.com and the SXSW GO mobile app. The event included free swag, drinks, karaoke, and good vibes all around.

THE IMPACT

With over 8,000 RSVPs, attendance of about 2,500 and about 13,000 new email subscribers, the two-day activation was a resounding success. In their post-event survey, respondents said they attended because they saw the event on the SXSW app or event listing/schedule.