



Velocity Global®

DRIVING DEI THROUGH
SKILLS-BASED HIRING
#TearThePaperCeiling
@VelocityGlobal

TEAR
THE PAPER
CEILING

SXSW 2023

Workforce
Revolution Track
Velocity Global
SXSW 2023

SXSW 2023 CASE STUDY



“By hosting both a panel and a lounge, we were able to reach people in different ways – through engagement and thought leadership.”

- Velocity Global



AT A GLANCE

- Location: Headquartered in Denver, CO
- Employees: 700+ employees
- Industry: HR Tech
- SXSW Product Featured:
 - Workplace Revolution Track Sponsorship
 - Lounge
 - Pedicabs

Velocity Global is a Global Work Platform™ that gives customers the power to build their team everywhere—combining technology and local expertise in 185+ countries. They make it simple to compliantly hire, pay, and manage talent anywhere.

THE TARGET

Velocity Global's primary goal was to increase brand awareness and understanding by hosting a thoughtful, innovative, and impactful brand experience. They also wanted to attract potential new customers interested in scaling globally by hiring top global talent and/or working anywhere.

THE APPROACH

As the Workplace Revolution track sponsor, Velocity Global positioned themselves as a leading voice in the global hiring landscape with extensive logo placement and multiple opportunities to engage with attendees. With 57 sessions and 57054 favorites from SXSW Schedule, the Workplace Revolution track gave Velocity Global ample exposure. In addition, they sponsored a fleet of 20 pedicabs and created the Velocity Global Oasis Lounge, where nearly 700 event attendees visited to relax, rejuvenate, and grab a cocktail.

THE IMPACT

By becoming a track sponsor at SXSW 2023, Velocity Global was able to host an impactful brand experience that increased awareness and understanding to a new audience/demographic. Overall the success of their SXSW activation had a positive impact on the company's reputation, helping to drive sales and growth.