



HOFFBRAU STEAKS  
EST. 1932

# LIAISON AI

SXSW 2026 CLIENT CASE STUDY

SXSW  
DRIVEN BY  
PRIMA

Uncle  
Lucius

# Strategic Approach

Successfully connecting companies to the world's leading AI developers, Liaison AI has five years of experience supporting AI transformations from Fortune 500 companies to startups. Taking a vendor agnostic, peer driven approach grounded in real world usage and operator feedback, Liaison cuts the hype to ensure teams make confident, informed vendor decisions before scaling AI, often serving as a trusted second opinion at no cost to the customer.

**INDUSTRY:**  
AI & Software

**PRODUCTS FEATURED:**

- Official Event

*“SXSW created the perfect environment for AI Rodeo: high-energy, highly connected, and full of leaders looking for practical conversations about what is actually working in AI.”*

**Davis Harris, Liaison AI**



# Performance *Breakdown*

## THE TARGET

AI Rodeo used SXSW's official platform to convene senior executives, enterprise leaders, and AI practitioners seeking practical strategies for evaluating, adopting, and scaling AI. Through official programming, mobile app visibility, media exposure, and SXSW brand alignment, the event created a credible environment for high-value conversations around real-world AI use cases, vendor selection, security, infrastructure, and governance. The goal was to help attendees connect with peers, compare lessons from the field, and leave with a clearer view of what is actually working in enterprise AI.

## THE APPROACH

Designed for leaders navigating the Wild West of enterprise AI, AI Rodeo brought together senior executives, AI builders, and operators for practical conversations about what is actually working in real-world AI adoption. The official SXSW event featured executive spotlights, peer-driven insights, and live demonstrations across software, security, infrastructure, and governance. Blending SXSW's creative energy with high-level professional networking, the event created a trusted setting for attendees to exchange ideas, build relationships, and learn from peers actively implementing AI. Guests also enjoyed live music from Austin favorite Uncle Lucius, complimentary beverages, and traditional Cajun crawfish.

## THE IMPACT

AI Rodeo generated strong interest from the enterprise AI and technology community, with 680 pre-registrants via Eventbrite and 100 attendees checked in on site. The event successfully created a forum for education, relationship-building, and peer exchange among executives and AI leaders. Conversations continued beyond the event, resulting in 25 follow-up opportunities for collaboration, strategic partnership, and deeper engagement with attendees.

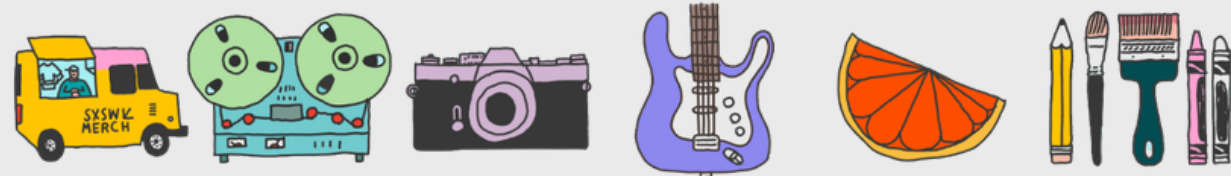




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PHOTO CREDITS:  
Sandra Dahdah



*"Liaison AI's goal is to cut through the hype, and AI Rodeo brought that mission to life through real conversations about what is actually working in enterprise AI."*

