



CASE STUDY



TECHPOINT VIRTUAL MIRA AWARDS // 2020

Tactive Creates Engaging Experience for Virtual 2020
MIRA Awards Ceremony



TechPoint is an Indiana-based nonprofit that is dedicated to building a successful localized tech ecosystem. To help meet those goals, they pioneer several programs to promote partnerships with universities and tech companies, recruit talent to the Indianapolis area, and recognize the major accomplishments of local businesses in the technological industry.

A major component of their work involves planning and hosting the annual MIRA awards in downtown Indianapolis.

With the spread of a global pandemic, TechPoint was faced with a particular challenge: How could they host their event safely and successfully?

That's where Tactive (formerly Print Resources) came in.

Addressing an Unusual Challenge

The MIRA Awards is a well-known event that draws 1500 people to the prestigious J.W. Marriott hotel for a formal, black-tie affair. The ceremony recognizes the generous donations of sponsors, while acknowledging the success of local tech companies.

With the onset of COVID-19, it was no longer possible to hold Indiana's largest tech event with people in attendance. To help pivot the MIRA Awards to a virtual event and create a unique, engaging experience, TechPoint needed a partner with a special set of services and products.



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Rising to the Challenge

To help deliver a truly catered and interactive event, TechPoint enlisted Tactive. As full-service marketing engagement experts, including printing, promotional products, fulfillment, direct mail, and ecommerce, Tactive was distinctly qualified to help TechPoint transition to an all-virtual event while developing unique solutions to keep attendees engaged.

In addition, Tactive provided comprehensive support and consulting services to ensure the large-scale event could successfully engage audience members in an online environment.



A Unique Approach for an Unforeseen Problem

The shift from a formal affair to a virtual event was a difficult undertaking. TechPoint quickly realized they were in need of a partner that could help create a personalized experience for this year's attendees. To meet that need, TechPoint turned to Tactive to help plan and execute an engaging experience. Tactive stepped in to provide tactile marketing support, printing services, and fulfillment.

Tactive partnered with TechPoint to deliver local, custom-designed kits to attendees that could be used during the virtual event. They coordinated a precise plan to identify and deliver all 3D direct mail to participants.

A LOOK AT THE NUMBERS



5,000

Virtual
Attendees



350%

Increase in
Attendance



800

3D Direct
Mail Kits



150

New Instagram
Followers

SERVICES IN ACTION

PRINTING

PROMOTIONAL PRODUCTS

E-SHOPS

3D DIRECT MAIL

FULFILLMENT

Tactive Provides Engaging Experience with Tactile Marketing

TechPoint has never been afraid to be bold. A nonprofit that supports the growth of Indianapolis' tech ecosystem, TechPoint is accustomed to developing creative solutions for problems.

The year 2020 has certainly presented businesses with a unique set of challenges. For TechPoint, the primary issue that arose involved their annual MIRA Awards ceremony, the largest tech event in the state. It became obvious that their formal, five-course dinner would not

take place as an in-person affair due to the pandemic situation.

To help develop a daring solution, Ashlee Wilson Fujawa, Director of Marketing with TechPoint, turned to Tactive.

Tactive (formerly Print Resources) had been a trusted partner of TechPoint for several years. Previously, Tactive had provided signage, promotional items and other marketing materials, along with helping to sponsor the event. When faced with this interesting dilemma, Fujawa knew Tactive was the right choice for helping to devise a creative solution.

"The whole world shifted. We wanted to find a way to uplift, particularly in a time of disarray," commented Fujawa. "We were asking ourselves what that would look like. How can we plan it and engage the community? So we called Tactive."

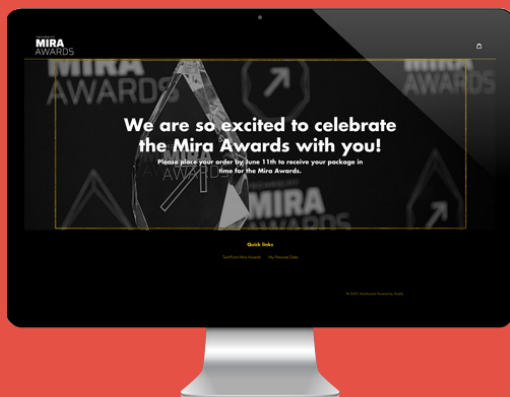
With only a month to pivot from an in-person event to a virtual one, TechPoint needed a solution that could be executed quickly and efficiently. The Tactive team worked alongside TechPoint to develop an approach that would captivate attendees and provide an enjoyable experience.

"Right now, people are on Zoom 24/7,"

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whole event**

TECHPOINT
MIRA
AWARDS



To simplify distribution of sponsor and nominee party packs, Tactive set up a temporary e-shop for TechPoint.



said Fujawa. “We wanted to build that component where we could engage them on a screen.”

To help meet those demands, the collective minds at Tactive and TechPoint developed party packs for sponsors and award nominees. Each participant claimed their kit by registering on a microsite that Tactive had prepared.

Nikki Hershik, VP of Business Operations with Tactive, commented, “We set it up through our ecommerce system. The site went up in a day. From there, we fulfilled all of it in house, packaged the kits up, got all the labels ready and sent everything out. TechPoint didn’t have to touch anything.”

Tactive worked with local partners to provide customized products from Indianapolis businesses that could be used to participate during the event. “They wanted to have an atmosphere of celebration,” said Hershik. “So we went with a celebration at home package.”

Provided items included wine tumblers, light-up dry erase boards, blankets, popcorn, a special cocktail elixir, lightboxes, and more. “We needed that component that was tangible, the tactile mail piece,” mentioned Fujawa. “That upleveled the entire experience.”

Combined with digital marketing and promotion via social platforms, the event boasted a 5,000 person attendance. The ceremony was successfully conducted via Zoom and attendees were encouraged to share their experience on social media.

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As a result, TechPoint saw a huge jump in their social media presence and is still seeing the impact of their expanded reach, thanks to the success of the event. “The things Tactive were able to provide just elevated and uplifted the whole event,” commented Fujawa. “It was phenomenal.”

Helping to bring the event to life was an enjoyable and unique experience for Tactive, as well. “It was a really great opportunity, to help a partner in our community,” commented Hershik. “They knew they could lean on us to not only source and fulfill products, but help with the design work...really everything from start to finish. It was an easy move for them to know we’d get everything taken care of.”

ABOUT TACTIVE

At Tactive, everything we do, every single day, serves a larger goal:

To help our clients engage with their audiences in an increasingly distracted world.

We help busy marketers develop and deploy tactile marketing materials that delights audiences, drives leads, and delivers ROI.

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We call it ‘paying attention’ for a reason. It’s worth quite a bit, and ought to be cherished.

SETH GODIN



National and global companies trust us with their brands because they know we will meet their high standards every time, no matter what.

Our customers love us because of our fierce commitment to client service and "do whatever it takes" credo.

We are, above all else, a human brand. (Except for the dog...)



DIMENSIONAL DIRECT MAIL

Packages that feature height, breadth, and depth consistently outperform old-fashioned “flat” mailers. We customize winning 3D direct mail campaigns, and then assemble and ship it so you can focus on the fun stuff—namely, following up on leads.

Our diverse suite of services aims to help busy marketers meet their most ambitious goals. Combined with our client-first approach, we bring your wildest marketing ideas to (real) life... and then pack, ship, and deliver it, too.



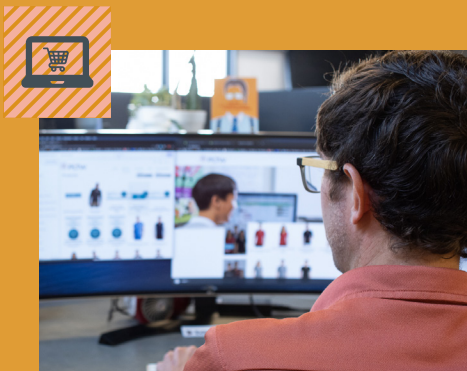
PRINTING SERVICES

Our printing services combine the latest technology with an expert creative staff who obsesses over stylish finishes and fancy paper stock. The result? A print experience that goes above and beyond to delight your audience.



PROMOTIONAL PRODUCTS

Promotional products are an incredibly powerful way to promote your brand—but it's not as simple as slapping your logo on some coffee mugs and calling it a day. At Tactive, we help clients shape strategic swag programs that get results.



BRANDED E-SHOPS

We've helped everyone from national brands to regional nonprofits promote their brands and causes with stylish, user-friendly e-Shops that streamline ordering and fulfillment—and we can do it for you, too.



FULFILLMENT SERVICES

With a state-of-the-art bindery, 25,000 square feet of storage space, and variable data and mail printing capabilities, we'll save you money and hassle by keeping your fulfillment services under one roof.



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**Bring
your brand
to (real) life**