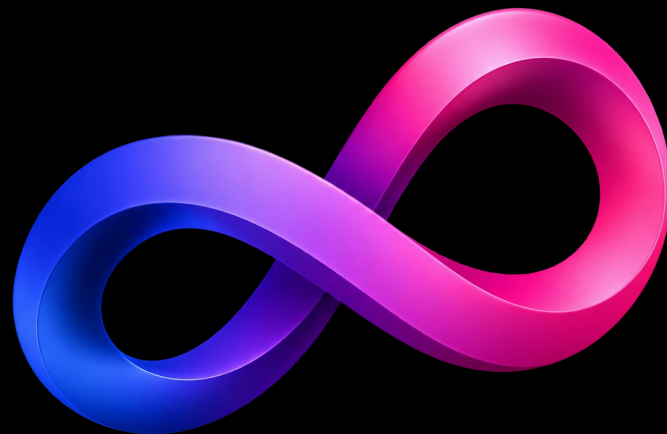


CASE STUDY

CAREERBEAM FESTIVAL

Building an education festival
around **one idea.**

Vigor Launchpad | Event IP
Social Strategy | Student Engagement



DRONYX

Ideas in Motion.

THE BRIEF

Turning an education expo into an experience

THE IP

CareerBeam was an education-focused offline IP created by Vigor Launchpad.

THE MODEL

Universities and colleges participated through exhibition booths, with booth size determining the space.

THE PROMISE

The agency committed to driving 1,000 - 2,000 student footfalls per day across the two-day event.

**The event brought institutions, educators, industry voices and students into one place.
Creating a platform for discovery, conversation and direct engagement.**

MY ROLE

Strategy, programming & social media direction.

Panel & Faculty Strategy

Built the faculty/panel list and structured the discussion themes, debates and subjects for each panelist.

Student Engagement

Planned on-ground activities designed to make students participate rather than simply walk through the exhibition.

Social Media Strategy

Planned pre-event and post-event content, including the content structure and creative direction for the page.

Creative Direction

Developed the visual direction and content approach around the campaign idea and event identity.

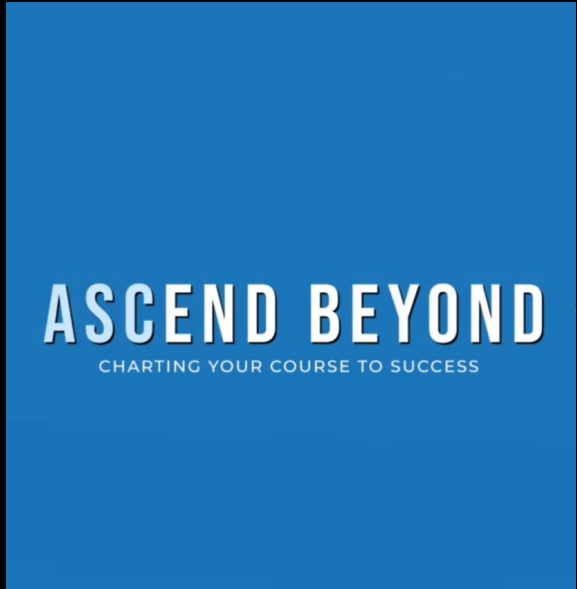
THE IDEA

ASCEND BEYOND

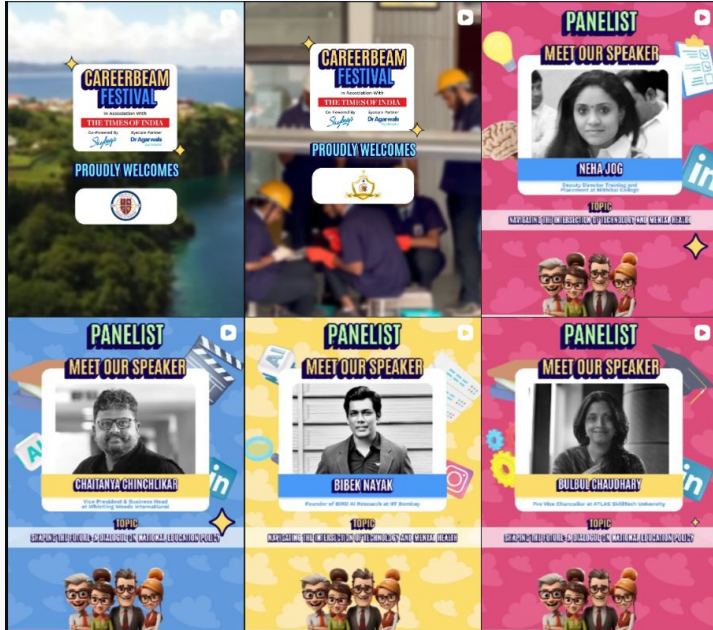
CHARTING YOUR COURSE TO SUCCESS

The creative direction positioned CareerBeam as more than a college fair.

A place where students could explore possibilities, hear from people across the education ecosystem and find a direction for what comes next.



CONTENT SYSTEM



CAREER BEAM

- Education explainers • Speaker/panelist announcements
- Event information • Student-led conversations • Career inspiration

EVENT PROGRAMMING

Designed for participation, not passive attendance.

PANEL DISCUSSIONS

Planned topics, debates and speaker combinations around real student and education-industry issues.

INTERACTIVE ACTIVITIES

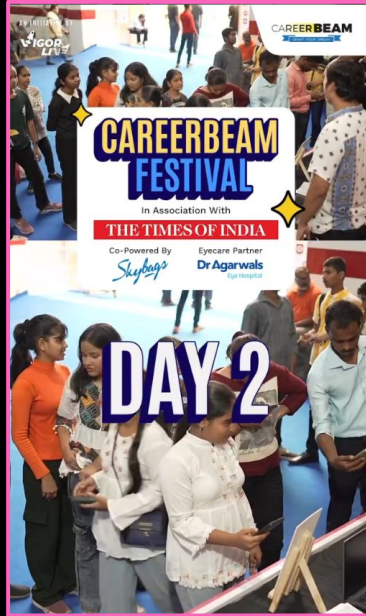
Created activity concepts to encourage students to engage with the event on ground.

INSTITUTION ENGAGEMENT

Structured the experience so participating universities and colleges could communicate directly with students.

**The event was designed to connect the three sides of the ecosystem:
STUDENTS × INSTITUTIONS × INDUSTRY / EDUCATORS**

VISUAL EXECUTION



THE OUTCOME

~1,000

Students attended each day, meeting the lower end of the promised daily footfall target.

2 DAYS

The festival format gave institutions two full days to engage with students.

LIVE DISCUSSIONS

Panels and interactive conversations created direct engagement beyond the exhibition booths.

MY CONTRIBUTION

Shaped the programming, student engagement activities and social media strategy. From what the audience would experience on ground, to how the IP would communicate before and after the event.