Case B:
TechLaunch – Business Product Event

TechLaunch is a high-profile evening event. A fast-growing software company organises it. The goal: present their latest product to clients, partners, and potential investors. Leave a strong, professional impression.

The event takes place at a modern venue. The program includes a keynote. Two demo rounds. A networking reception. A walking dinner. About 250 guests get invitations. Most are professionals from tech and finance sectors.

The marketing team works with an event agency. Everything runs smoothly: lights, sound, branding, signage, registration, hospitality. A photographer documents the evening for social media.