

SXSW K 2024



STUDY



As a 15-year veteran of being a sponsor at SXSW, I can attest to the power of this platform. In 2024, the energy and enthusiasm were palpable. The future emerges when this global community of innovators gathers to engage with cutting-edge ideas! Companies that maximize the experience will not be left behind.

- Stephanie Agresta, Managing Director, Ascendancy Events



AT A GLANCE

- Location: Headquartered in Red Bank, NJ
- Industry: Marketing Services
- SXSW Product Featured:
 - Podcast Daily Takeover

Ascendancy Events, LLC is a marketing firm that lives at the intersection of thought leadership and live experiences.

THE TARGET

Ascendancy Events approached SXSW with the purpose of increasing brand awareness by taking over the SXSW Podcasting Lounge and hosting sessions throughout the day. They also wanted to expand engagement and attract new customers interested in marketing live events and experiences through lead generation practices.

THE APPROACH

Having participated in the inaugural year of the Podcasting Lounge in 2023, the company anticipated the lounge attracting a broad base of SXSW attendees. With attendance reaching over 51,000, this allowed the company to engage with an influential audience and amplify their leadership goals.

THE IMPACT

The three official sessions hosted by Ascendancy Events were favorited on average by over 500 people prior to SXSW, with hundreds of attendees in the lounge throughout the day. The majority of attendees also opted in to be scanned as potential leads, resulting in a resounding success in raising brand awareness and lead generation.