

SPRINGBOX EVENT

2nd edition

100% online

100% MR



**Boosting 2021
with MR!**

**13 – 14
April 2021**

by le Printemps des Études



Stéphanie PERRIN
Event General Manager

In June 2020, we organised a digital version of the Printemps des Études trade show, with our first ever Spring Box Event. The gathering was a resounding success, both among presenting companies and audiences, allowing them to exchange ideas as we came out of the first lockdown.

The second edition of the Spring Box Event will be held on 13 and 14 April, a popular month in the Research / Data / Insights sector.

It's true that spring is a good time for getting back in touch with clients and prospective customers, gaining a firm grasp of their needs and discussing the new practices and tools emerging from what was an unprecedented year.

It is also the right time for presenting companies to make the most of our online version of the trade show, with some 64 webinars enhanced with new kinds of content (Expertise Benchmark Workshops, Voices of Data), a Networking solution and even business lunches.

The 2021 Spring Box Event will provide two days in which to discuss how we kickstart the year, take the market's pulse, and make the most of a tool that is both suited to economic recovery and designed to adapt to your needs. All of which in preparation for our big, in-person annual gathering at the Printemps des études trade show on 23 and 24 September.

In short, 2 full days to give 2021 a boost!

A handwritten signature in black ink, appearing to read 'S. Perrin'.

3

days

9700

approval requests

99

webinars

170

speakers

80

presenting companies

80

hours of content

59,9%

attendance rate, proof that the event is a convincing, galvanising force

Audience

- Research directors and managers
 - Marketing directors and managers
 - Communications directors and managers
 - Digital directors and managers
 - Data directors and managers
 - Survey and Polling Institute directors and employees
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Presenting companies

- Sociology and trend monitoring
- Market research and consulting
- Communications consulting and research
- Media market research
- Online market research
- Mobile communications market surveys
- Social media market research
- Opinion polls
- Service providers
- Consumer panels and communities

Placing business relationships at the heart of your conversations

- A Networking solution for forging new business ties: hold one-to-one conversations with up to 20 business contacts that you can choose from the platform!
- Business lunches hosted by an oenologist provide an opportunity for privileged exchanges with your clients and prospective customers.

2 new content solutions for even greater expertise sharing

In addition to our 45-minute webinars:

- 2 Expertise Benchmark Workshops, involving six hosting companies, discussing two topics selected in conjunction with the programme committee.
- 2 “Voices of Data” pitch sessions, involving six presenting companies, provide an opportunity to share your know-how in the Data field.

And, as always ...

- Select your own audience to ensure it is tailored to your goals.
- A video recording of your webinar will be available on replay for your approved audience, and for broadcasting more widely on your website and social networks.

“IDM Families found it to be a very positive experience, giving us a welcome boost in a difficult environment. I recommend it.”

Patricia Gelin – 

“The first edition of the Spring Box Event was a resounding success, attracting an extensive, highly qualified audience. It also turned out to be extremely profitable for Repères, with several orders booked in the weeks that followed our participation in the event.”

François Abiven – 

“The event provides high-quality content and is extremely well managed by a team of professionals attentive to the needs of advertisers and partners alike.”

Sonia Castela – 

“Adéquation MR’s talk at the Spring Box Event gave us an extremely effective interface through which to engage with a high-quality audience, offering a wide variety of both business activities and business sectors. Above all, the event offered a wonderful opportunity to make ourselves known to a host of business contacts, some of which led to appointments and projects. To top it off, the event’s modern format, which is at once agile, customisable and user-friendly, despite being remote, was a pleasure to use. We’ll be back!”

Elisabeth Martine-Cosnefroy – 
(MR and Marketing Strategy agency)

“The online Spring Box Event option is an amazing opportunity to open up to the world and decipher weak signals and draw inspiration from best practices. The event programme is an essential source of emulation for supporting company transformation.”

Véronique Bonnet – 
le management de projet par la créativité

Via...

- A dedicated event website
- The event's social networks
- A media relations campaign
- A paid media campaign
- An advertising campaign
- A series of targeted mailings
- E-invitations featuring the detailed event schedule

Institutional partners



Spring Box Event &
Printemps des Études

Events by EMPRESARIAL



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