

# To create an interactive virtual trade show and learning experience for their Home Textiles Week event

## OVERVIEW

The bi-annual Home Textiles Week Live event is created specifically for today's textile retailer and attracts a global audience. Alongside an educational agenda, the event also provides the opportunity to network with vendors through showroom tours and a comprehensive trade show floor.



## TESTIMONIAL

"7 Knots Digital were exceptional in their work to ensure our Home Textiles Week was a virtual success from helping with the virtual platform to driving registrations through creative emails and targeted messaging across all platforms. Always professional and proactive, the team were a pleasure to work with"



JESS BYERLY  
Events & Social Media Director,  
Home Furnishings Division, BridgeTower Media

**760+**

**new members**  
added to the LinkedIn online  
community

**60%**

**attendance rate across the week**  
(20% above industry average)

**1,300+**

**registrations in total**

**380+**

**sponsor booth interactions**

BRIEF



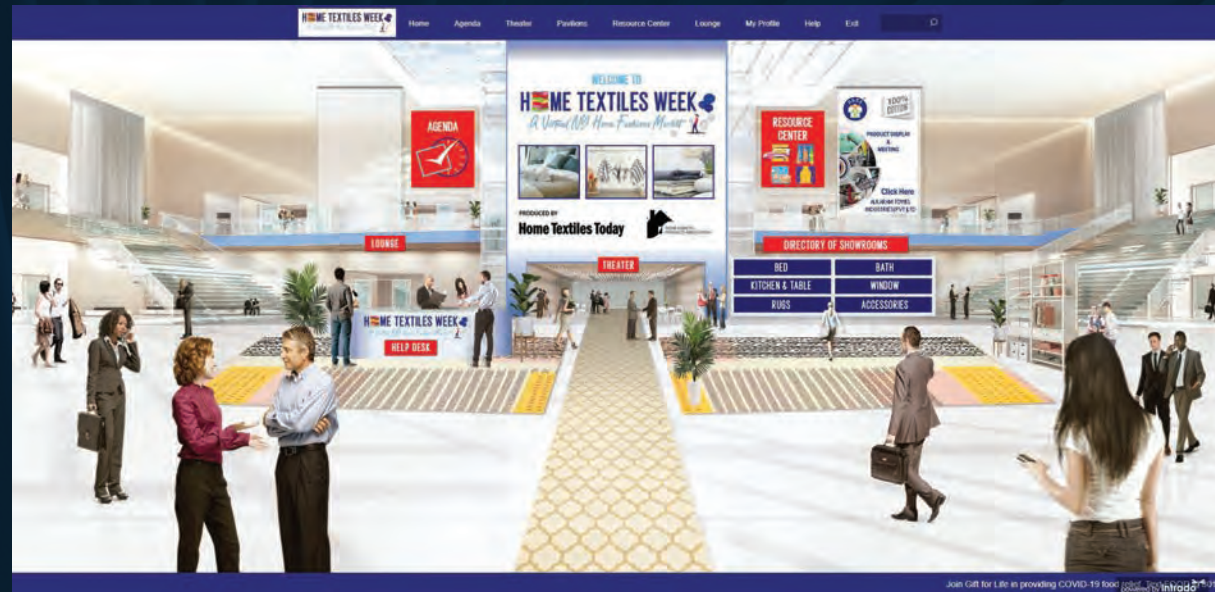
To help the client pivot from a physical event to a digital one by sourcing the right interactive virtual event platform



Drive event registrations and attendance rates through a multi-touch persona-driven digital marketing campaign using email, social media and targeted advertising



Grow the online community with targeted messaging



Lobby



Directory Listing



Main Stage



Sponsor Booth