



Content Nation

Conference & Event Marketing Amplified

You spend months planning the stage, the speakers, and the seating. We ensure the world is engaged. From the first SEO-powered blog to the final highlight reel, we translate passive audiences into engaged communities.



Energy Asia 2025: Delivering Sustained Growth

Building on the success of 2023 to deliver comprehensive digital growth across all channels.

- ▶▶ **Massive visibility:** Hashtag reach surged from 1.7 million in 2023 to 11.1 million in 2025, representing a +552% increase.
- ▶▶ **Surge in engagement:** Audience interaction more than tripled to over 2.7 million total engagements.
- ▶▶ **Community growth:** More than tripled follower base to 25,000+
- ▶▶ **Doubling web traffic:** Website clicks doubled to nearly 600,000.
- ▶▶ **Dominating the conversation:** We generated over 19,000 direct social media interactions during the conference week.



4,000

attendees



2.7 million

digital engagements



235%

follower growth



580,000

website clicks

Asia Pacific Climate Week 2023: Translating Keynotes Into Killer Impact

Leveraging high-engagement formats and video storytelling to amplify event impact.



- * **Video-led engagement:** Visual storytelling generated 2.2 million video views.
- * **Extensive brand awareness:** Delivered 6.5 million total impressions.
- * **Shattering targets:** Exceeded our initial follower growth goals by over 650%.
- * **Driving action:** Sparked 240,000 post engagements and 84,000 clicks to website.



650%

follower growth



6.5 million

digital impressions



2.2 million

video views

ASEAN AI Malaysia Summit 2025: Igniting Real-World Action

Deploying a multi-level funnel strategy to drive engagement and action.



- ◆ **Physical impact:** Digital buzz translated into reality with over 10,000 attendees.
- ◆ **Massive reach:** Multi-level funnel strategy achieved 8.8 million impressions.
- ◆ **Explosive engagement:** Compelling content sparked over 1 million total engagements
- ◆ **High-intent traffic:** Smart user journeys drove 150,000 visitors to the website.



10,000

attendees



8.8 million

impressions



1 million

engagements



150,000

clicks to website

Ready to go global?

Your event isn't locked in a room. We build beyond on-ground impact to deliver genuine global reach.

Contact:
Enquiries@contentnation.my

Speak to our strategy team today to discuss how we can amplify the digital noise for your next conference.