

State Agency	University of Oklahoma Outreach <ul style="list-style-type: none"> RFQ 22066-22
Scope of Work	Earned Media, Paid Media, Owned Media
Date Awarded	February 2022
Term of work	02/01/2022-06/31/2023
Fee Revenue*	\$134,167.39
Contract Amount**	\$134,167.39

***Fee Revenue** is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.

****Contract Amount** includes pass-through costs such as media buys, sponsorships, etc.

MEANINGFUL & MEASURABLE IMPACT

- Increase in earned media placements and storytelling efforts:**
 - Developed a robust strategy outlining unique pitches and topics to foster deeper relationships with key target media
 - Secured 8 quality media placements in national and trade media publications showcasing the conference's unique offerings and positioning its leaders as national thought leaders
 - Generated a reach of 255K+, effectively disseminating the conference's messages to a national audience
- Deepened relationship and engagement with national and trade media:**
 - Fostered relationships with influential national and trade media outlets by coordinating 7 targeted pitches and securing 4 editorial board interviews
 - Three prominent publication editors attended the 2023 NCORE conference. Their presence underscored the conference's significance and affirmed the success of our communications strategy in capturing media attention
 - Our strategic approach led to increased visibility and recognition among local and regional audiences resulting in the highest attendance at an in-person conference since the start of NCORE
- Developed and executed a successful paid media campaign to increase conference awareness and visibility:**
 - Successfully implemented a LinkedIn paid media campaign that heightened the promotion of the Virtual Connections Conference
 - By targeting specific audiences, this strategy helped boost attendance and engagement

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.