



SCALING EVENT IMPACT

How an AI Agency Model
Navigated Real-Time
Social Media Support

CASE STUDY

THE CHALLENGE

High-stakes industry events often force brands to choose between speed, cost, and quality. For this major industry conference, the client faced the "Committee Problem." Multi-level approvals and manual drafting bottlenecks threatened to miss real-time cultural moments and attendee excitement. They needed a way to maintain a high-frequency, authentic presence without burning out their internal team.

THE SOLUTION

Fynch executed an **Agent with a Service (AWAS)** strategy by deploying specialized AI agents overseen by expert human strategists. This integrated model allowed the client to move from manual drafting to strategic leadership.

- **Contextual Knowledge:** FynchAI agents used specific event goals and brand voice, ensuring every post resonated like a seasoned team member.
- **Authentic Content:** Prioritized candid imagery and real-time updates over generic graphics, ensuring the brand remained present and accessible.



WHEN HUMAN
EXPERTS MANAGE AI
EXECUTION, YOU
DON'T JUST INCREASE
VOLUME, YOU LEAD
THE CONVERSATION

STRATEGIC EXECUTION

Fynch AWAS increased the strategic cadence of the brand's presence during the conference to ensure every key moment was captured. **With human expert oversight**, professional reach was maximized through coordinated industry cross-promotion and speaker engagement while maintaining real-time agility. By **eliminating legacy manual workflows**, Fynch AWAS delivered instant responses to session highlights and major announcements to close the content gap.

THE ADVANTAGE

By removing technical friction and manual labor, the client was able to focus on the event and the AI Agency successfully scaled social media output in an authentic and brand-centric approach. By leveraging a hybrid AI Agency model, they out-performed competitors while maintaining a meaningful human touch.

RESULTS

The shift to an AI-driven execution model during the conference period delivered massive returns for the brand:

- **Impressions Surge:**
A **200% increase** in organic impressions, jumping from 27,000 to over 81,000
- **Audience Growth:**
Follower growth accelerated by **over 250%** in just 3 weeks
- **Engagement Peak:**
Reactions and comments spiked as the high-impact cadence met the high-excitement environment of the event
- **Brand Visibility:**
Page views **grew 360%** proving that consistent, high-quality output drives sustained interest
- **Competitive Outperformance:**
Achieved more than **2x growth** in followers and engagement vs. the industry's top competitor during their comparable event

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