

## SAMPLE: Technology Company Event Promotion Copywriting

**Subject:** virtual event blog post, B2B content marketing campaign, business innovation analysis

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By Douglas Cramer | September 24, 2021

**The Hello Show by Orange Silicon Valley is back October 5–7, 2021, for a spectacular virtual event.**

Join us for three half-days of programming featuring Orange Group leaders alongside experts and thought leaders from across the North American innovation and technology ecosystems. A diverse group of participants from around the world will listen, learn, discuss, and gain inspiration on new technologies helping disrupt and bring value to ecosystems and companies. The summit will progress through three themes: The View to the Stars, looking at innovations five years in the future; The View to the Horizon, looking forward 12–18 months; and The View Today, looking at innovations that are actionable right now.

The event provides attendees with the opportunity to interact with the founders, investors, and thought leaders deeply involved with the U.S. Silicon Valley technology innovation landscape as they examine key technologies, future business trends, and non-obvious ideas needed to avoid disruption — and become disrupters. Highlights of the dynamic gathering include keynote presentations, fireside chats, panel discussions, disruptive ideas, use cases, business models, and more. Find out all the details about registration [here](#).

### Returning for a second year as a compelling virtual event

Orange Silicon Valley's Hello Show went virtual for the first time in 2020. In a year of unprecedented challenges for people in all walks of life, the annual October summit brought together Orange Group leaders, partners, and other thought leaders to spotlight innovative solutions on the road to a responsible future. Over three days, more than 25 speakers from enterprise companies and startups — some of the brightest minds in the innovation landscape — discussed technologies and collaborative efforts that underpin efforts to improve lives and connectivity across the world.

### Visionary speakers

The 2021 Hello Show continues the Orange Silicon Valley tradition of gathering the most innovative minds and critical voices. We are excited this year to host such outstanding speakers as:

**Matthew Ball**, renowned thought leader and venture capitalist visionary, giving a keynote on the future of the Metaverse.

**Jeff Herbst**, co-founder of GFT Ventures, sharing his view on frontier opportunities for venture capital in an interview with Eliot Brown of The Wall Street Journal

**Pascal Finette**, co-founder of be radical and former faculty chair for entrepreneurship and open innovation at Singularity University, talking about disruption driven by exponentialist thinking.

**Wendy Li**, executive director of the Moon Economics Institute, discussing the future of data flows and data monetization.

**David Weir-McCall** of Epic Games and Michael Jansen of Cityzenith, debating the merits of digital twins as the foundations for the Metaverse as well as smart sustainable cities.

**Mark Atkinson**, CEO of startup Mursion, highlighting innovations in virtual learning and chats fireside with OSV analysts about how virtual learning impacts remote working from the standpoint of culture, communications, and cybersecurity.

**Daniel Buchner** of Microsoft, exploring our decentralized future and specific initiatives around decentralized identity.

Other visionary speakers include **Adrian Cockcroft**, VP Sustainability at Amazon; **Kate Lister**, President of Global Workplace Analytic, and more. We will also have the pleasure of hosting unique conversations with guests from Orange: **Hugues Foulon**, Executive Director of Strategy and Cybersecurity; **Helmut Reisinger**, CEO of Orange Business Services; **Elizabeth Tchoungui**, Executive Director CSR, Diversity and Philanthropy; and **Michael Trabbia**, Chief Technology and Innovation Officer.

### The Metaverse, smart cities, the future of work, and more

In three focused half-days of sessions, the Hello Show provides executives at leading global companies across a wide range of industries — and other members of the invitation-only audience — with the must-know innovation trends that are five years out (on Day 1), 18 months to two years out (on Day 2), and that are immediately actionable (on Day 3). Vital topics in innovation addressed include the foundation of smart sustainable cities, the future of data flows and data monetization, and the future of work, sustainability, and cybersecurity.

One of the most significant topics addressed is the Metaverse. Dynamic thought leader Matthew Ball gives a keynote followed by a panel with three innovative startups who are leading the way in Metaverse entertainment and new experiences: Wave, Genvid, and Gala Games. If you haven't heard of the Metaverse and its importance, this session alone is a powerful reason to attend the summit. Mark Zuckerberg has recently said that people are going to think about Facebook not as a "social media company" but as a "metaverse company" — and a baseline of knowledge about it is essential.

The 2021 Hello Show kicks off at 8:00 a.m. PST, an early start in California, with a half-day of sessions centered on the five-year time horizon as speakers share their perspectives on investing in big ideas. The View to the Stars, the first day's theme, is just the start of what is certain to be a must-see experience. See a full list of the planned sessions [here](#).