


The HumanX logo, featuring the word "HUMAN" in a bold, sans-serif font, followed by "[X]" in a larger, stylized font where the "X" is enclosed in brackets.

**HUMAN[X]**

The Walker Sands logo, consisting of a stylized orange and red icon followed by the text "Walker Sands" in a sans-serif font.

**Walker Sands**

A photograph of a diverse group of people in a professional setting, clapping and smiling. The image is overlaid with a blue gradient.

# **CASE STUDY: WALKER SANDS AT HUMANX**

**Driving Demand and Visibility  
Through Strategic PR Activation  
at HumanX 2025**



# OVERVIEW

At HumanX 2025, the flagship gathering of global AI innovators, HumanX partnered with **Walker Sands**, an outcomes-based B2B marketing agency, to elevate visibility and generate qualified demand through strategic thought leadership and networking with prospective clients on site.

Walker Sands established their on-site presence ahead of the event by activating its expansive network of tech-forward B2B tech clients and published original thought leadership pre-, during, and post-event across multiple digital touchpoints to build industry credibility. Their presence not only reinforced HumanX as a top-tier AI destination — it also unlocked new business opportunities for their own team.



## The outcome demonstrated clear, measurable ROI:

- **Meaningful engagement with multiple qualified prospects** since the event, leading to formal **new business conversations**
- **Increased traffic** driven by HumanX content on the Walker Sands LinkedIn page
- **New inbound inquiries** from audiences discovering Walker Sands through their HumanX involvement

This activation showcases how HumanX serves as a high-value platform for B2B marketing agencies — helping them drive visibility, cultivate client pipeline, and position their brand at the center of the AI conversation.



# PARTNERSHIP GOALS

## HUMANX OBJECTIVES

1

Build brand awareness within PR and B2B marketing audiences

2

Drive pre-event buzz and registrations through earned and owned media

3

Collaborate with strategic agencies to amplify HumanX content and thought leadership

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## WALKER SANDS OBJECTIVES

1

Increase visibility among AI-forward organizations and prospective clients

2

Showcase expertise and relevance through thought leadership and strategic amplification

3

Generate qualified demand through direct engagement and brand exposure at HumanX

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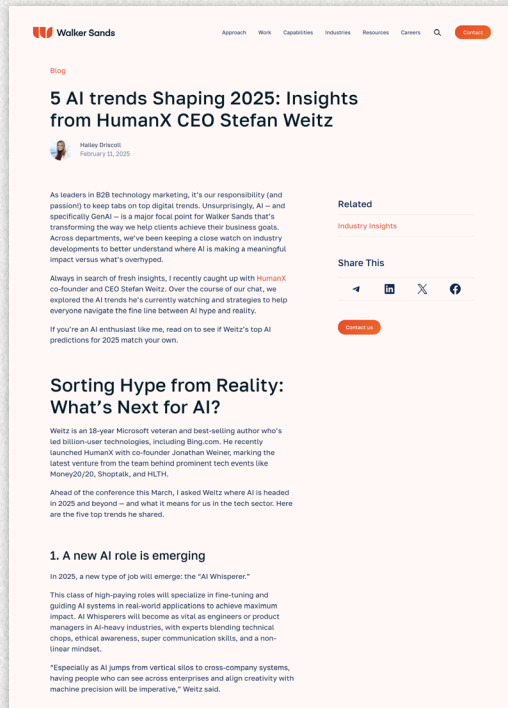
“HumanX 2025 wasn’t just a conference — it was a catalyst. The caliber of conversations and visibility we gained by activating our network and thought leadership platform were directly tied to new business opportunities. At Walker Sands, we talk a lot about marketing that delivers outcomes. HumanX helped us prove it in real time.”

**Hannah Diaz, SVP of Growth at Walker Sands**



# PROGRAM ACTIVATION: THOUGHT LEADERSHIP AND NETWORK AMPLIFICATION

**Walker Sands deployed a focused content and distribution strategy to maximize their HumanX presence:**



## 1. Executive Thought Leadership

Walker Sands conducted an exclusive interview with HumanX CEO Stefan Weitz, exploring the future of AI, executive leadership, and industry transformation. This content was published in a high-impact blog post and distributed to a targeted audience of decision-makers.

## 2. Social Media & Email Distribution

- Three **social media posts** spotlighted HumanX, including Stefan's interview, a roundup of top AI conferences and a post-conference recap.
- A **newsletter inclusion** in January 2025 promoted HumanX to Walker Sands' subscriber base.
- A targeted **email campaign** introduced HumanX to relevant clients and prospects focused on AI innovation.
- **Expert interviews** recorded while onsite with key exhibitors and partners, posted from the Walker Sands social accounts.



## 3. Web Amplification

Walker Sands hosted the interview on their blog and leveraged social media to drive engagement, directing audiences back to their site and positioning themselves as active participants in the AI ecosystem.



# RESULTS & IMPACT

## 1. New Business Pipeline

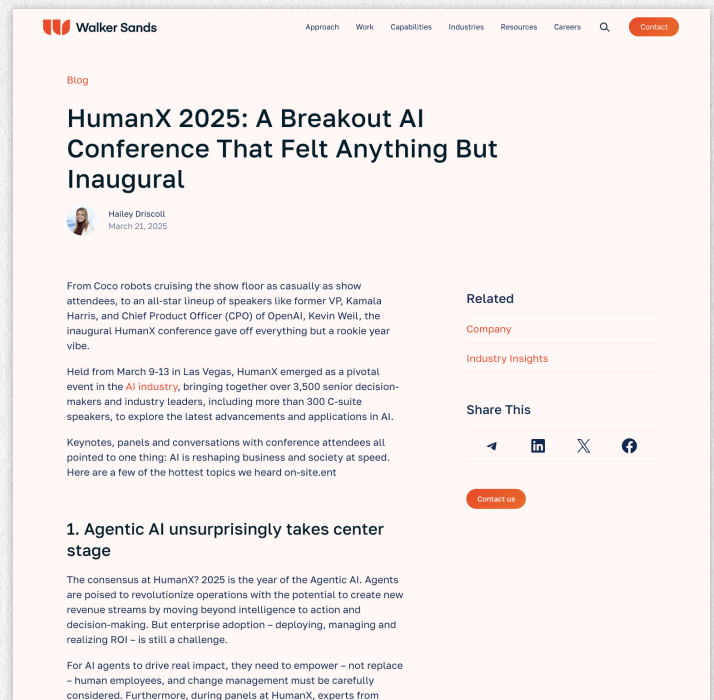
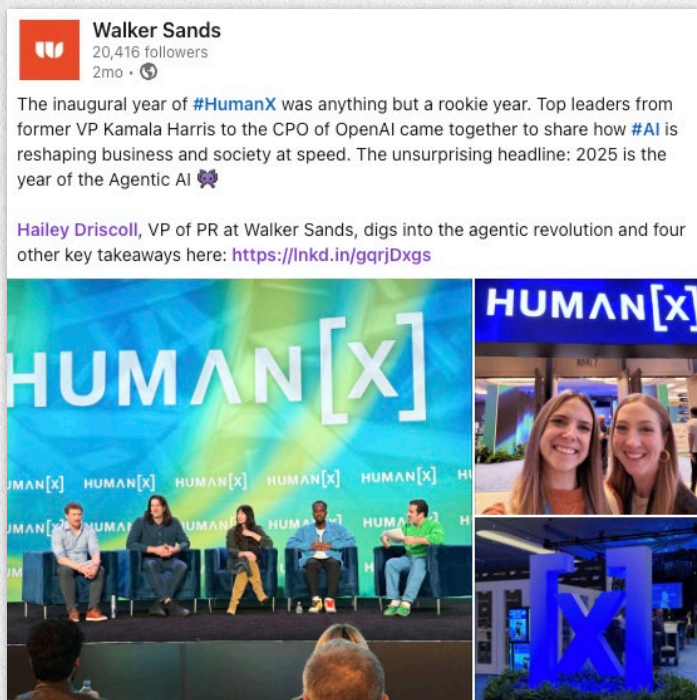
Walker Sands generated **several qualified prospect conversations** at HumanX that advanced to **active pitches**, illustrating the value of the conference as a business development engine for agencies.

## 2. Brand Visibility & Engagement

The Stefan Weitz interview and associated HumanX content led to **measurable increases in web traffic**, with users engaging with Walker Sands' broader service offerings.

## 3. Credibility and Discovery

Walker Sands also received **inbound web inquiries** from new audiences who discovered their involvement through HumanX, expanding their reach into AI-adjacent verticals.



## Momentum for Future Collaboration

The success of Walker Sands' activation at HumanX 2025 demonstrates the power of content-led, strategically distributed PR in a high-concentration executive environment. Looking ahead, HumanX and Walker Sands plan to explore expanded collaboration.

**Together, HumanX and Walker Sands are proving that with the right platform, PR becomes more than visibility — it becomes velocity.**

## HUMAN[X]

Founded by industry veterans Stefan Weitz and Jon Weiner, HumanX is reinventing the AI conference experience. With a focus on practical applications, curated executive programming, and strategic networking, HumanX brings together the people shaping the future of artificial intelligence across sectors.



Walker Sands is an outcome-based B2B marketing agency with expertise in strategy, content, creative, strategic communications and digital marketing. The agency helps B2B brands grow, build reputation, generate demand, drive engagement and strengthen market position. A 10-time Inc. 5000 honoree, Walker Sands is one of the fastest-growing B2B agencies in the world, proudly serving 100+ clients from offices in Chicago, Seattle and Boston. Learn more at [walkersands.com](https://walkersands.com).

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