

# Agricultural Summit & Field Tour Case Study

Harvesting Progress: Nurturing Agriculture & Rural America

## At a glance

The Congressional Western Caucus Foundation and pugnacious partnered to create the first ever Texas Agriculture & Farm Summit, which was a three-day event surrounding the renewal of the Farm Bill. The summit was crafted to bring attention to the need for support of the Ag community and rural America. Together with the Western Caucus Foundation, pugnacious brought in over 30 members of Congress and senior staff, major western brands, media and local officials for this event. The summit consisted of Ag tours, ranch activities, a VIP networking event, and a live taping of the summit that aired on both RFD and The Cowboy Channel.

## Key metrics



30

Congressional members/ senior staff



3

Days surrounding the renewal of the Farm Bill.

2

Live tapings for Cable Network stations reaching over 55MM households



120

Radio Spots on two local stations

## PROJECT INFORMATION

Project Name: **Agricultural Summit & Field Tour**

Location: **Fort Worth, Texas**

Year: **2023**

Prime Contractor: **Western Caucus Foundation**

## CONTACT INFORMATION



Congressional Western Caucus Foundation



Darrell Henry



202-487-8727



400 N. Capitol St. Washington, DC 20001

## CHALLENGES

The Texas Agriculture & Farm Summit, a collaborative effort between pugnacious and The Congressional Western Caucus Foundation, faced challenges in coordinating the participation of over 30 members of Congress, senior staff, prominent brands, media, and local officials for the three-day event focused on renewing the Farm Bill. Ensuring seamless execution while addressing the specific needs of the agricultural community and rural America was crucial.

## SOLUTIONS

To overcome challenges, pugnacious meticulously planned logistics and engagement strategies. Our team coordinated schedules, provided clear communication channels, and employed event management tools. Additionally, we leveraged our network to secure participation from Congress members and effectively showcased the summit's significance through impactful media coverage and broadcasting on RFD and The Cowboy Channel. We also made sure Texas Representatives were there greeting guests at each event.

## BENEFITS

### Benefits One

1

Stakeholder Engagement and Awareness: The Texas Agriculture & Farm Summit facilitated engagement with over 30 members of Congress, senior staff, prominent brands, media representatives, and local officials. This diverse participation created a platform for networking, collaboration, and awareness-building, fostering support for the agricultural community and rural America.

### Benefits Two

2

Amplified Advocacy through Media: The event's media coverage and live broadcasting on RFD and The Cowboy Channel significantly expanded its impact. With reaching over **55MM** households, this exposure amplified advocacy efforts by reaching a wider audience, sparking conversations, and generating heightened awareness about the importance of supporting agricultural and rural interests.

### Benefits Three

3

Strategic Policy Influence: By centralizing discussions around the renewal of the Farm Bill, the summit strategically influenced policy conversations. Engagement from policymakers, industry leaders, and media contributed to shaping policy narratives, potentially leading to favorable policy outcomes that address the needs of the agricultural sector and rural communities.

# EarthX Expo 2022

## Case Study *Empowering Experiences: Connecting Communities and Cultivating Connections at EarthX Expo*

### At a glance

Pugnacious was entrusted with designing and overseeing activations for the EarthX Expo, along with orchestrating various exclusive receptions and parties. The EarthX Expo is an annual free-to-public event in Dallas, drawing in local families and garnering support from national sponsors. The activations play a pivotal role in enticing visitors to engage and learn within the Expo's confines. Contrasting the public aspect, the private receptions and parties target a distinct audience: VIPs, media representatives, sponsors, and benefactors. This dual approach necessitates pugnacious to create experiences that cater to the diverse needs of both demographics, combining education and entertainment for Expo attendees while delivering sophistication and exclusivity to the private event participants.

### Key metrics



30

Activities in  
5 Unique  
Stations



5

Themed VIP  
Receptions



200K

Attendees



300

Exhibitors

### PROJECT INFORMATION

Project Name: **EarthX Expo**

Location: **Dallas, TX**

Year: **2022**

Prime Contractor: **EarthX**

### CONTACT INFORMATION



EarthX



Dan Russell



214- 310-1201



4311 Oak Lawn, Suite#250 Dallas, TX 75219

### CHALLENGES

Pugnacious tackles challenges handling EarthX Expo activations for diverse audiences, from families to VIPs, while upholding consistent branding. Managing resources, securing sponsorships, and ensuring engaging activations demand strategic finesse. Balancing security for VIPs and accessibility for the public is key. Navigating logistical complexity, diverse expectations for private events, and potential weather contingencies requires adept coordination. Effective communication for stakeholder satisfaction is paramount.

### SOLUTIONS

Pugnacious navigated EarthX Expo challenges adeptly. We crafted diverse activations, appealing to both public and private audiences, fostered engagement. By skillfully managing resources and securing targeted sponsorships, our team maximized impact within budgets. Ensured consistent branding by maintaining open communication with EarthX and adhering to brand guidelines. Our seasoned team efficiently handled logistics, adapting contingency plans for event variations and weather uncertainties. Effective communication with VIPs and the public, offering exclusive content and interactive experiences, amplified satisfaction. Inclusivity and cultural sensitivity were integrated into their designs, aligning seamlessly with EarthX's sustainability ethos.

### BENEFITS

#### Benefits One

1

**Environmental Education:** EarthX Expo provides a platform for attendees to learn about pressing environmental issues, sustainable practices, and innovative solutions. Through exhibits, workshops, and presentations, participants gain insights into ways they can contribute to a more sustainable future.

#### Benefits Two

2

**Networking and Collaboration:** The expo facilitates connections among like-minded individuals, businesses, NGOs, and policymakers. Attendees can network, share ideas, and collaborate on projects that promote environmental conservation, leading to potential partnerships and collective action.

#### Benefits Three

3

**Awareness and Advocacy:** EarthX Expo raises awareness about global environmental challenges, fostering a broader understanding of the urgent need for conservation. By showcasing the efforts of various organizations and individuals, it inspires attendees to become advocates for environmental protection in their communities and beyond.