



EMAIL NEWS RELEASE

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FOR IMMEDIATE RELEASE

Cobalt Event StudiosSM and CNTV Announce New Partnership

Strategic alliance brings more measurable analytics to event clients and their sponsors

FREDERICK, MARYLAND -- Cobalt Event Studios LLC, a progressive event solutions agency improving organizational revenue and performance, is excited to announce a strategic partnership with CNTV, the leading video content creator for the events industry. The collaboration between the two solutions agencies helps event organizers and their sponsors better leverage their video activations by providing data points and trends in viewership and audience engagement. In turn, organizers can leverage these valuable features to help grow their events and event revenue.

As a contemporary solution for event organizers looking to leverage, monetize, and optimize their event data and technology while increasing revenue, Cobalt Event Studios is building an industry leading partner network that empowers event organizers to utilize best-in-class solutions for their data, technology, marketing, and planning needs. The partnership with CNTV further allows organizers to have valuable and affordable turnkey intelligence and opportunities to ensure their event and marketing teams maximize the full capabilities of data science to enhance their video implementations and help grow their events.

CNTV is an award-winning video engagement resource for the events industry and has provided content, execution, production and engaging activations for its clients for more than seventeen years.

“We are thrilled to team-up with CNTV,” said Jim Forlenza, Co-Founder, Cobalt Event Studios. “Carrie and Marcelo have created one of the most trusted and visible companies in the event space. Their desire to continue to find new ways to provide value and ROI for their clients, as well as continually create cutting-edge video experiences, aligns with our commitment to helping organizers make more informative decisions around their event data and activations, and then using that information to leverage event growth.”

“We are elated to announce our collaboration with Cobalt Event Studios,” said Carrie Ferenac, Co-Owner, CNTV. “Wayne and Jim are at the forefront of utilizing data analytics to track and measure all event activities. We are excited they can leverage that information to increase revenue, and improve sponsor ROI for our clients. Using data science is vital for the future of the events industry.”

Get More Info About the CNTV-Cobalt Event Studios Partnership

Watch a brief video with Cobalt Event Studios Co-Founders Wayne Crawford and Jim Forlenza, and CNTV Co-Owner Carrie Ferenac. <http://bit.ly/CNTV-Cobalt>

About Cobalt Event Studios

A solutions agency for the events industry, we help organizations leverage, monetize, and optimize their event data and technology while increasing revenue and team performance.

To learn more about Cobalt Event Studios, please visit www.CobaltEventStudios.com, or find us on LinkedIn at www.linkedin.com/company/cobalt-event-studios/

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About CNTV

CNTV is an award winning video production company, providing end-to-end services from content creation to production. CNTV has been the video engagement resource for the events industry since 2007. For show organizers seeking top-tier video services tailored to the events industry, CNTV is the gold standard in professionalism, creativity and reliability.

Learn more at www.cntvnow.com or visit us at <https://www.linkedin.com/company/cntvnow/>

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