

Company: TÜRKİYE INNOVATION WEEK

Nomination Submitted by: AYYILDIZ COMMUNICATION

Company Description: AYYILDIZ Communication Agency is an integrated marketing communication agency that focuses on elevating the perception and reputation of national products, brands, events, corporations, cities, and countries. We are international B2B agency specializing in strategic and creative communication of companies and public institutions in various industries.

Nomination Category: Event Categories

Nomination Sub Category: Corporate & Community - B2C Event

Nomination Title: TÜRKİYE INNOVATION WEEK

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 384 words used.

Türkiye Innovation Week 2024 (TIW24) redefined the role of innovation events in emerging markets. Rather than focusing solely on technology, it embraced a holistic approach centered around *Sustainable Motivation*—a long-term national platform inspiring Türkiye's exporters, youth, entrepreneurs, and policymakers for over 11 years.

Backed annually by the President of Türkiye, TIW24 evolved into a globally resonant initiative, drawing record-breaking participation in 2024. With 29,675 attendees (34% increase YoY), the event combined thought leadership, international cooperation, grassroots engagement, and immersive experiences.

Strategic Objectives & Execution

TIW24 aimed to:

- Empower local innovators with global exposure.
- Facilitate public-private dialogue.
- Strengthen entrepreneurship and youth engagement.
- Maximize experiential brand and audience interaction.

The event hosted:

- **4 Stages:** Main (global keynotes), Q&A (live audience interactions), Entrepreneurship & Innovation (startup and scaleup panels).
- **Special Zones:** *InnovaZone* (S2C sessions, hackathons, startup-investor matchmaking) and *Next Generation Zone* (12 universities, technoparks, student innovation showcases).
- **30+ Brand Experience Areas:** Fintech demos, space exploration pods, gaming experiences, and more.

Partner Engagement Excellence

With zero ticketing revenue, the event's success was entirely reliant on partnerships. Through five months of strategic outreach, the team secured:

- 11 strategic partners among Türkiye's top brands.
- 22 supporting public institutions and corporations.
- 33 total partners, with 12 initiating new inter-partner business agreements post-event—a unique result for a public innovation conference.

Two exclusive partner roundtables were conducted months in advance to co-shape event themes, panel focus, speaker selection, and content narrative. This collaborative model resulted in 87% partner retention interest for 2025 and created genuine ownership.

Crisis Management & Agility

With less than 24 hours' notice, the President's cancellation was diplomatically managed—his deputy attended, and messaging pivoted instantly. Day 1 traffic disruption was resolved via real-time rerouting and priority transfer coordination from 9 key city hubs.

Reach, Visibility & Engagement

- 66M+ digital impressions
- 5M+ video views across platforms
- 3,298 online articles in national and global media
- 51 national TV features
- 31.9K new Instagram followers
- 20K+ public votes for Innovation Awards
- 1,200+ product beta signups during experience zone trials

Sustainability Commitments

- 15,000 m² of material repurposed for animal shelters post-event
- 60% reduction in printed assets via paperless registration and app-based guides

Long-Term Impact

TIW24 influenced 2 national-level innovation policy proposals, initiated 14+ investment talks, and empowered the next generation of changemakers through cross-sector dialogue, immersive learning, and community-scale inclusion.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Strategic Organizer:

Turkish Exporters Assembly (TİM)

Creative & Communications Agency:

Ayyıldız Communication

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

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Attachments/Videos/Links:

[TÜRKİYE INNOVATION WEEK](#)

[REDACTED FOR PUBLICATION]

