

Best use of Events & Live Marketing

TRACK TO THE FUTURE

Track to the Future was designed to change how the UK infrastructure industry perceived DYWIDAG

The Challenge

UK clients knew DYWIDAG for a single product line, not its full engineering and monitoring capabilities. At the same time, ageing Victorian-era infrastructure was carrying loads beyond its original design and asset owners were looking for integrated monitoring – sensors, expertise and insight combined, not standalone technology.

The Approach

Rather than launch Smart Guard at a conference, DYWIDAG brought engineers and asset managers to the Keighley & Worth Valley Railway. Delegates travelled by steam train to a live test site, watching tilt sensors, cameras and solar-powered monitoring stream real-time data to DYWIDAG's Infrastructure Intelligence platform, verifying tilt events in under five seconds.

Specialists from Structural Health Monitoring, Geotechnics and Concrete Technologies stood alongside seven technology partners, while trade journalists experienced the same live demonstrations as delegates – turning the event into both a market repositioning and a media moment.



The Results

Commercial opportunities opened across multiple business units, a validated new market position, sustained editorial coverage, and a repeatable platform for future engagement.

71

key decision-maker attendees

42%

of event cost offset by technology partners

2

B2B journalists hosted on-site

20k

media reach, shifting the narrative from component supplier to a thought leader on risk authority

