

## Case Study: Google Assistant

### VOICE Talks Provides a Venue for Building Community



Google Assistant



*“There was a perfect alignment between what Google wanted to do and what Modev was already working toward. [Our partnership] is about constantly learning, constantly tweaking and constantly doing the little things right.”*

ASHWIN KARUHATTY  
Head of Partnerships  
Global Product  
Partnerships at Google

Google Assistant is a leading virtual assistant that leverages the power of voice and AI to change the way we live and work. By partnering with Modev, a recognized expert in the voice-first event space, Google Assistant developed an extensive network of events and a thriving community of experts, enabling the platform to grow at the cutting edge of voice.

### The Goal: Develop the Ecosystem, Drive Engagement

When Google Assistant launched in 2016, it was one of a growing number of voice-first technologies. However, Google quickly realized that driving the platform forward would require a dedicated community of developers, partners and users. Building this community became one of Google’s primary goals in 2020.

With deep roots in voice and AI, plus a proven track record in producing engaging virtual and in-person events, Modev quickly emerged as an ideal candidate to help Google Assistant.

### VOICE Live From CES: The Buildup

Great feedback from the many Googlers who attended VOICE Summit 2019 led Google Assistant to sponsor the next Modev-produced event: VOICE Live from CES. With multiple industries represented and hundreds of executives in attendance, the immersive 2020 event showcased voice-first technologies for a global audience.

As a sponsor, Google Assistant shared its vision and raised its profile through dedicated booths and meeting spaces, as well as prominent signage and branding support. Scott Huffman, Vice President of Engineering at Google Assistant, gave a keynote speech on Learning and Investing in Voice, highlighting Google’s role as an industry leader.

The success of VOICE Live from CES cemented Google’s relationship with Modev and demonstrated the difference that an expert partnership makes. While the pandemic put further in-person events on hold, Google and Modev pivoted to continue interacting with this growing community.



Presented by



**110k** TOTAL  
REGISTRATIONS

**25k** VIEWS  
PER EPISODE

**300k**  
TOTAL VIEWS

## VOICE Talks: The Main Event

Adapting to the demands of the pandemic, Google and Modev developed an engaging new video series called VOICE Talks. The series quickly drove awareness and engagement, so Google extended the initial pilot order for a full season.

In a space increasingly defined by content overload, Modev and Google have created a unique venue for engaging conversations. Featuring innovators from all corners of the voice industry, VOICE Talks keeps the community up to date on:

- The latest trends and technologies in voice and AI
- Partner-focused use cases from leaders like Disney, Nike and Sony
- Instructional content designed to give developers and entrepreneurs actionable insights
- Relevant cultural narratives around diversity and inclusion, such as an all-female panel for Women's History Month

In every episode across VOICE Talks' two seasons, Modev promotes an audience-friendly format, while consumable segments and numerous opportunities for interaction keep viewers coming back.



*“Building community is in our DNA – it’s a part of everything we do.”*

PETE ERICKSON  
CEO and Founder  
Modev

## **Google Assistant Developer Day: The Latest Offer**

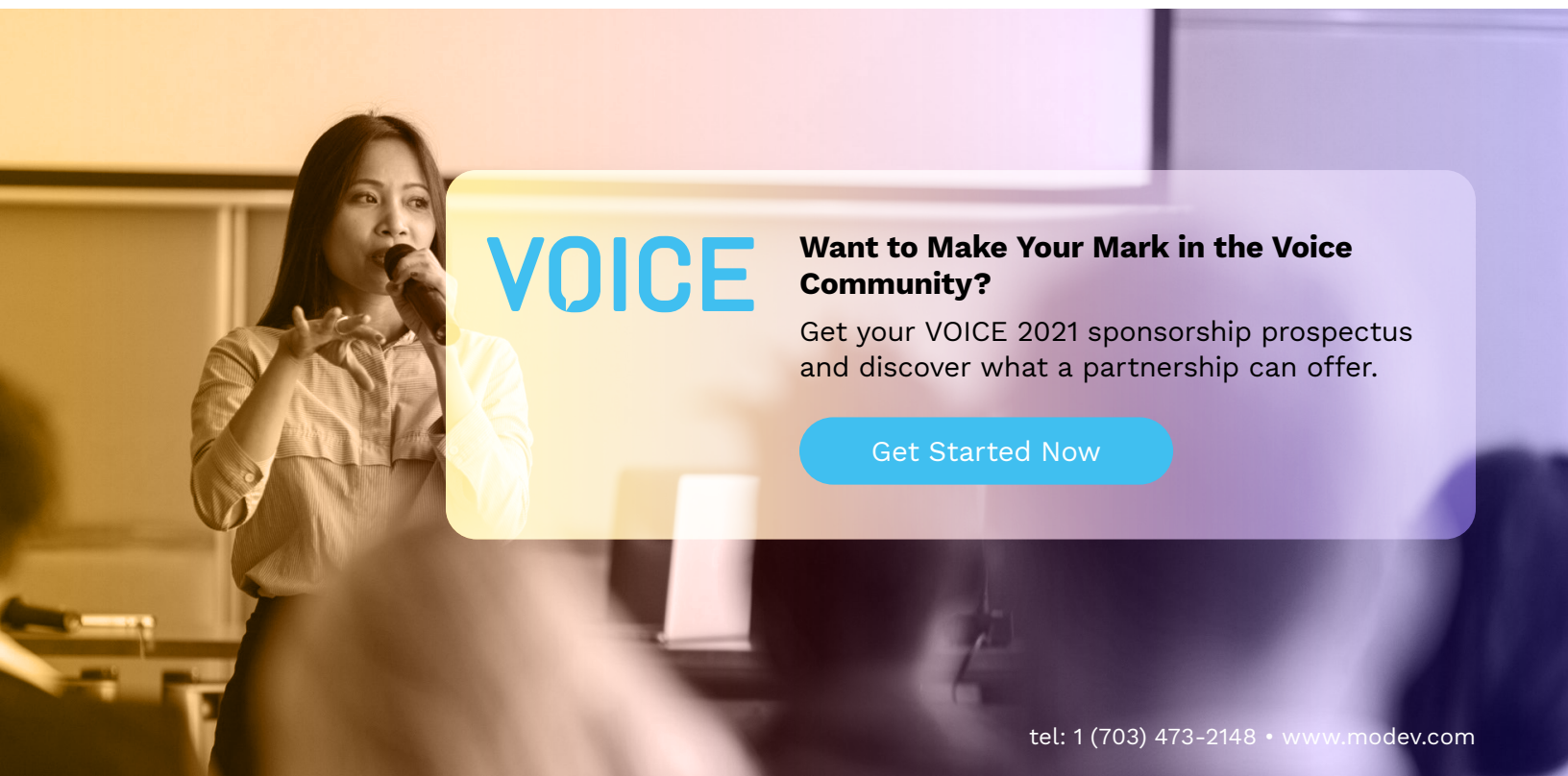
As virtual events remained the norm, Google and Modev continued to develop innovative ways to cultivate community. Google Assistant Developer Day featured a comprehensive and collaborative virtual experience to focus on the platform’s latest innovations.

Working closely with Google’s marketing team, Modev leveraged its knowledge and reach to produce a day of entertaining, thought-provoking content, including:

- Panels with partners like MyFitnessPal and Postmates
- A keynote about features that enable better developer and consumer experiences
- Presentations on the most innovative brand developers
- An intimate fireside chat with the Google Assistant Developer Relations team

The session was Google Assistant’s first virtual event, and the team leaned heavily on Modev’s expertise to make the day a success.

With a creative and flexible expert for a partner, Google Assistant is well-positioned to continue making its mark on the voice space and finding innovative ways to bring voice-first solutions to a changing world.



# VOICE

## **Want to Make Your Mark in the Voice Community?**

Get your VOICE 2021 sponsorship prospectus and discover what a partnership can offer.

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