Media release for immediate publication

Westhive Consulting:
130 participants in the first Growth Hacking Session

Zürich, 7. November 2019 — Westhive Consulting, the consulting unit of coworking provider Westhive, hosted the first Growth Hacking Session in Switzerland. Around 130 participants deepened their knowledge of growth hacking during a half-day event.

The afternoon started with a hands-on session of the software provider HubSpot. HubSpot is one of the fastest growing software companies worldwide and supports companies with sales and inbound marketing. Daniele Delle Donne, Principal Partner Manager at HubSpot who flew in from Berlin specifically for the Westhive Growth Hacking Session, showed a selected group of participants how to systematically generate leads with HubSpot and convert them into customers.

In the subsequent public part of the event, Lukas Diem, former head of strategy at the Y&R Group and now partner at Westhive Consulting, demonstrated what growth hacking is all about: To find out – through continuous experimentation – which measures can be used to generate the highest possible growth as quickly as possible.

Daniele Delle Donne from HubSpot then explained in his presentation how software companies can achieve sustainable growth through high-quality content and the continuous development of a community.

Deborah Dörig, former president of the START Summit, one of the largest start-up movements and conferences in Europe, also emphasized the great importance of the community. And she explained how important stretch goals are: The continuous pursuit of self-set goals motivates and helps to maintain focus.

As the last speaker of the day, Alan Frei, co-founder of Amorana, shared with the participants the secret "hacks" they used to make the provider of adult toys the Swiss market leader. Every communication measure is analyzed precisely in terms of its sales effect. And: What works today can be a flop tomorrow.

At the concluding networking apéro at Westhive, the guests were able to chat with the speakers in a relaxed atmosphere, deepen their knowledge and make valuable contacts.

About Westhive Consulting

Westhive Consulting is the consulting-unit of coworking provider Westhive AG. Westhive Consulting supports startups and companies in acquiring customers and in developing long-term strategies for continuous growth. Westhive Consulting is a HubSpot implementation partner.

About Westhive

Westhive AG opened its first coworking location at Hardturmstrasse 161 in April 2018. Together with the Westhive Library in the Zurich Hürlimann area and the Westhive Skyspace, around 400 workstations with a complete service infrastructure are available today. Prominent Westhive members include the strategic partner Swiss Startup Group, the Valora Digital Innovation Lab, the AMAG Group's Innovation & Venture Lab, LafargeHolcim Startup MAQER, the Swiss Startup Group and over 25 startups from a variety of industries.

For further information

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Pictures

You have also received all pictures as separate image files.

Claus Bornholt, Westhive, led through the event

Lukas Diem, Westhive Consulting, introduced the topic

Daniele Delle Donne, Principal Partner Manager, HubSpot Inc.

Deborah Dörig, START Summit

Alan Frei, Co-founder Amorana

Event impressions: