

# Vision + Strategy = Growth

## Developing a Meeting and Events Strategy



### About the Client

Our client is a Fortune 500 provider of hybrid cloud data services and data management. We have been partnering together for 19 years.

### The Challenge

Our client needed a bold new approach to their events and meetings strategy. For them, managing a high-tech user conference internally year after year was straining resources and outgrowing capabilities. Plus, their event team lacked the industry relationships and expertise needed to effectively grow the program long-term. There was also an added layer of complexity, as senior management stipulated cost-reduction while maximizing sales opportunities.

### The Solution

We applied strategic thinking through seasoned expertise and an industry-leading team to look beyond minor year-to-year incremental growth. We also developed a long-term events and meetings strategy and roadmap that would build a financially sustainable program and grow the pipeline at the same time. The three-year events and meetings strategy incorporated elements that would appeal to both sponsors and customers, attracting more participation from both. At the same time, cutting-edge technology was integrated, creating communities that could be leveraged before, during and after the program to increase marketing and communications.

### The Outcome

At the end of year two, this client saw a:

- 41% increase in paid attendance, which demonstrated extension of reach while lowering client cost
- 61% increase in sponsorship dollars, indicating the increased value of the conference while contributing to lowering client cost
- 27% increase in pipeline sales by attendee customers, proving increased return and deeper engagement with customers

61% increase in sponsorship dollars, demonstrating increased value of the conference while contributing to lowering client cost