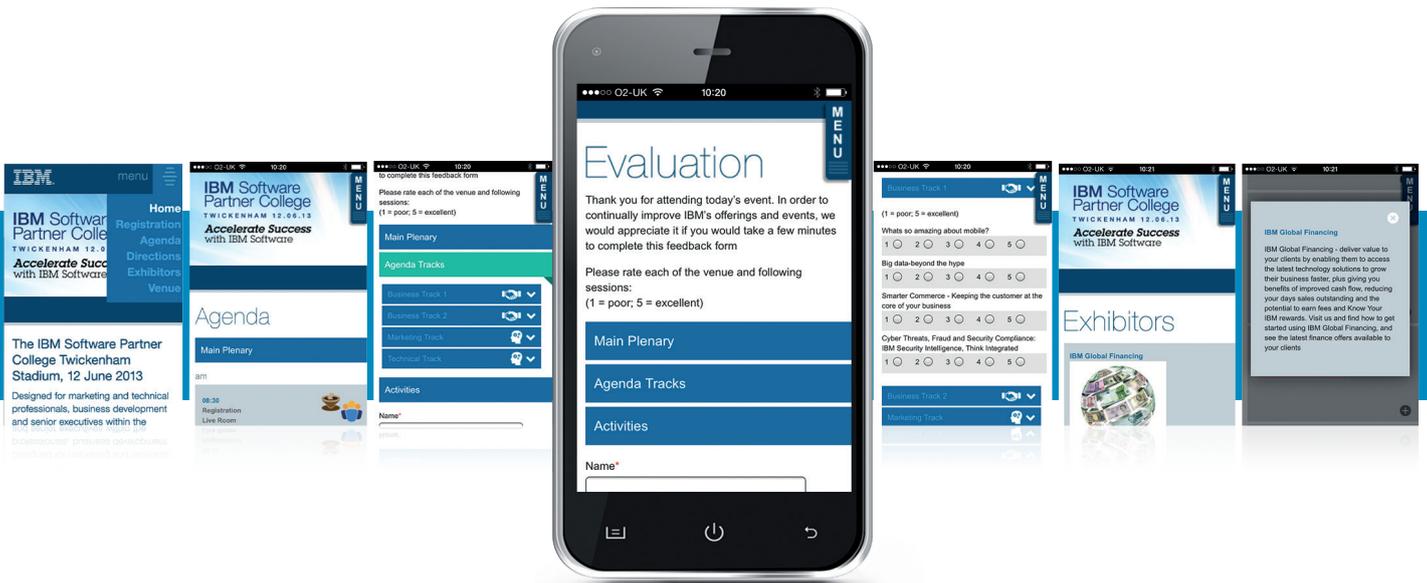


Event 360 support // Software Partner Sales College



Opportunity

Once every quarter, IBM hosted a Software Partner Sales College for its Business Partners (BPs) at IBM Southbank. On average around 100 BPs attended the morning session, and there was a 50% drop-off for the afternoon session.

The company decided to combine the quarterly events into one large event during the first half of 2013, and to move the venue to Twickenham Stadium.

To fill such a large venue, and to reflect the IBM message of accelerating success, we needed to double attendee figures.

Solution

Our Event 360 solution is a specially developed programme involving multiple touch points that ensures events are well publicised, well attended and well followed-up.

To make sure we caught BPs when their diaries weren't already full, we started the conversation with them early, introducing the event via emails that linked to a dedicated event website.

We reinforced supporting materials as well – updating the existing Software Partner College website with a new look and better functionality across both desktop and mobile.

To keep channels of communication open at all times, we created a mobile app which could be used before, during and after the event.

We also messaged attendees several days before the event to confirm attendance and to post event networking sessions.

The importance of the activity was underlined by a high quality 16-page brochure that was handed out on the day.

Social media - Twitter and LinkedIn - were used to promote the event and also post live updates throughout.

Result

- With 495 registrations and over 400 attendees, the event far surpassed its target of 350 registrations.
- The app was downloaded 151 times with the majority of downloads on the days leading up to and on the day of the event.
- Attendees tweeted about the event before, during, and after the event using the hashtag #SPCTwicks
- The event scored 5/5 on the app-based evaluation form.

“Excellent event. Best IBM one I have been to.”

**Alan Harton -
UK Managing Partner,
CustomerCentric Selling**

“My first engagement with IBM in a long time and very refreshing to have sessions all about customer challenges not just technology.”

**David Bloxham -
Marketing Manager UK and Ireland,
SoftwareONE**

This is just one example of how we create effective, innovative solutions to everyday marketing challenges, to help achieve results that are way above expectations.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700