



Comprehensive Event Support

Case Example:

Strategic, Tactical Event Planning and Support Leads to New Business Opportunities

Background

AccessData® is an immixGroup client and an industry leader in computer forensic, password cracking, and decryption solutions. The company and its industry partners Criterion Systems, Inc. and Microsoft were preparing to launch the Cube™ Mobile Cyber Security Solution, a new mobile, battlefield-ready cyber security product targeted to the Department of Defense (DoD).

AccessData asked immixGroup to organize and support a product launch event to expose the new product to key users and purchasers within DoD.

"immixGroup's team allowed us to accomplish so much in such a short period of time. Their knowledge, competence, and experience meant we were able to focus on our product and our customers."

Neil Condon
Vice President, Federal
AccessData

Business Challenges

The scope of this event presented a number of significant challenges for immixGroup and AccessData.

First, immixGroup needed to address and comply with a unique set of requirements put forth by the three industry partners involved in the product launch – Criterion Systems, Microsoft, and AccessData. Since the Cube Mobile Cyber Security Solution was branded as a Criterion product with AccessData and Microsoft software, balancing the messaging among each organization was a challenge and a priority that required significant writing and communications skills.

Further, due to production schedules and the overriding business strategy for the new product, immixGroup had only four weeks to plan, organize, promote, and execute the event.

Solution

While AccessData and its partners focused on finalizing the product, immixGroup leveraged its account sales team and internal marketing and event planning capabilities to develop and execute a comprehensive, integrated event plan.

Initially, immixGroup consulted with AccessData and its partners and provided strategic planning support to develop the format of the event. The immixGroup team created a plan for a combined networking luncheon and two product demonstrations featuring senior executives from AccessData and Criterion Systems.

With the event plan in place, immixGroup focused its efforts on registering qualified attendees. First, the immixGroup marketing department leveraged its online registration system to create web landing and registration pages describing the event and enticing members of the target audience to register. The immixGroup team then developed and distributed email invitations. immixGroup's AccessData account sales team conducted four separate telemarketing campaigns (totaling 24 business hours) to drive attendance to achieve the pre-defined attendance goals.

In addition, immixGroup provided pre-event and onsite logistics support to ensure an effective, professional show, allowing AccessData and its partners to focus entirely on their product launch presentations. From managing the catering company the day of the event to supporting the partners and attendees, immixGroup ensured that all details were executed as planned.

Results

Utilizing a staff of nearly a dozen people, immixGroup ensured AccessData and its partners produced an effective, well attended event which resulted in qualified, actionable sales leads.

In just four weeks, immixGroup provided strategic planning support; developed and executed a communication strategy; created and delivered email invitations, and conducted four telemarketing efforts to drive attendance; oversaw the registration process; selected, negotiated and managed the venue; and carried out the event.

Through these efforts, immixGroup reached out to 825 contacts via email, spoke to 144 people from DoD, and registered 64 qualified people for the event. In addition, immixGroup's outreach produced a nearly 70% attendance rate, significantly higher than average for similar complimentary events.

Ultimately, the event resulted in over 20 leads and three quotes for AccessData and the Cube worth \$525,000.

