

# Case study

AUDIENCE GENERATION & EVENT MANAGEMENT



marketing**options**  
INTERNATIONAL

## Demonstrating the art of end-to-end Event Marketing



**Cognizant**

### FAST FACTS

#### Company

Cognizant (Nasdaq: CTSI) is a leading provider of information technology, consulting and business process outsourcing services.

- 100,000+ employees
- €3.93 billion revenue

#### Project

- Thought leadership content creation

#### Challenges

- Lack of awareness of Cognizant in Europe
- Needed to be positioned as a thought leader

#### Results

- 85 leads
- 12 sales engagement opportunities
- 1 £ multi million contract WON

Cognizant is a leading global provider of information technology, consulting and business process outsourcing services. It is a Forbes Global 2000 company, a member of the Fortune 1000 and is ranked among the top information technology companies in Business Week's Hot Growth and Top 50 Performers listings.

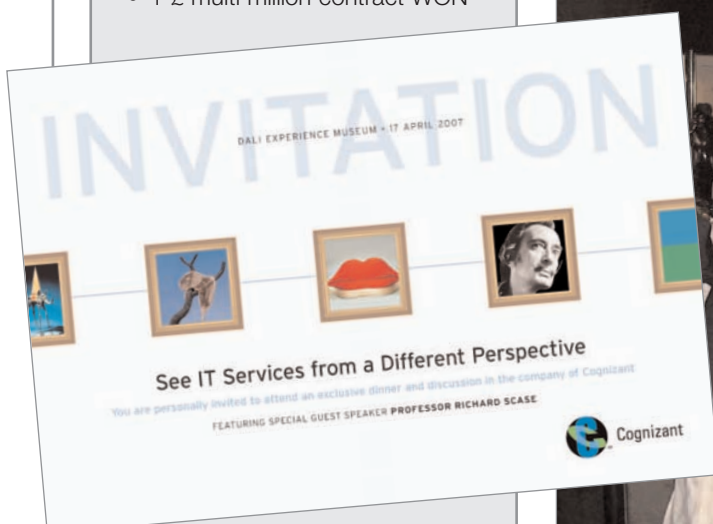
Cognizant enlisted Marketing Options International (MOI) to help them build awareness and lead generation for its outsourcing and global sourcing solutions amongst senior management professionals at global businesses based in the UK. To attract maximum interest, it was decided that an exclusive, high quality networking dinner would be organised in central London to encourage audience engagement and stimulate sales opportunities.

As part of the brief, MOI were asked to plan and execute an end-to-end audience generation and event management programme that encompassed integrated marketing tactics, delegate management and full event production.

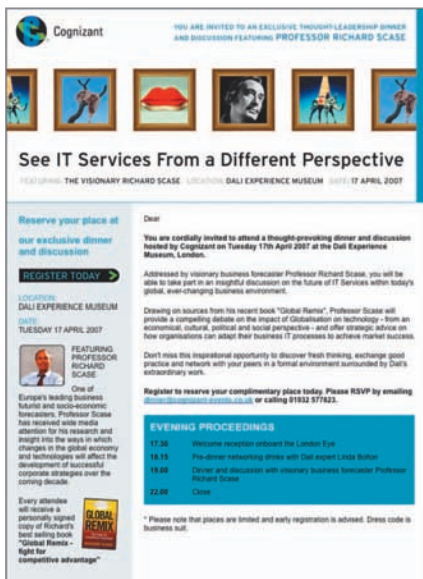
#### Comprehensive marketing programme

MOI initially delivered strategic planning and marketing consultancy, which enabled Cognizant to see the value of the programme in its entirety and be clear on objectives, measured tactics and outcomes.

MOI sourced and recommended the venue – the intriguing Dali Universe at London's County Hall. It then built a list of 1,250 senior management prospects in the Telecoms, Insurance, Pharmaceuticals and Banking & Financial Services sectors. A targeted integrated marketing campaign was devised comprising direct mail, electronic direct mail, advertising and telemarketing, aimed at generating interest and



# Demonstrating the art of end-to-end Event Marketing



registrations. An event-specific microsite featured the agenda and speaker information and highlighted the benefits of attending. Large format posters were also used on site and in key business areas around London, both during the build up and for two weeks afterwards to help build further awareness of Cognizant's capabilities.

Twice European Business Speaker of The Year Richard Scase was engaged as keynote presenter on the basis of his knowledge of the mechanics and benefits of the global outsourcing market and Cognizant's core service skills in this area.

On the evening, the Dali Universe was taken over after hours in its entirety by Cognizant. Delegates were invited to a pre-dinner trip on the London Eye and a champagne reception, providing an opportunity to meet each other and their hosts in advance of the main event. On arrival at the Dali Universe, guests were treated to a special ten-minute presentation on the works of Salvador Dali. MOI had also engaged the Curator to chat with guests about the artist over another glass of champagne.

After the event, an executive summary was supplied to all attendees as well as no-shows and non-responders. It summarised key content and was supplemented by practical evidence demonstrated by Cognizant senior managers as well as delegates' own specific findings. The executive summary and presentations were also made available on the microsite.

## An end-to-end service

MOI supplied a complete event management and marketing communications service, ensuring that all stages of the overall campaign ran seamlessly and achieved the desired

results. Venue and speaker sourcing, list building and database management, marketing communications including creative design and copywriting, online and print production and media planning, registrations, AV, catering, logistics and total project management were all expertly handled by the agency.

## Excellent results – delighted client

45 registrations were taken, with 35 guests attending on the night. They represented the exact mix of organisations and level of seniority which Cognizant had hoped for. Very positive feedback was received, resulting in strong business opportunities for follow up. For example, Morgan Stanley's Head of IT was quoted as saying: "Great venue, presentation and ideal forum to talk to Cognizant and fellow delegates." ROI was swift too, with a multi-million pound contract with a leading pharmaceutical company being signed, as a result of its global sourcing director attending the dinner.

The integrated marketing approach that resulted in a seamless and extremely successful programme rollout, has ensured that Cognizant has continued this sustained and blended approach to other marketing programmes in the UK. Awareness and perception of Cognizant are constantly on the increase, supporting an increasing volume of business opportunities.

*"Marketing Options were responsive and knowledgeable from the outset of this programme. They really understood our marketing requirements, drove the communications process and supported us throughout. The resulting event surpassed our expectations and generated some outstanding business opportunities."* European Marketing Director, Cognizant.

Marketing Options International has over 25 years' experience of planning arresting, engaging and memorable events for our clients.

**For more information** about how we can help you, please call Hannah Guyatt, Head of Events on +44 (0) 1932 233000 or email her at [hannah.guyatt@mointernational.com](mailto:hannah.guyatt@mointernational.com)