

# Case study

EVENT AND DELEGATE MANAGEMENT



marketing**options**  
INTERNATIONAL

## Oracle Global Leadership Summit

### ORACLE®

#### FAST FACTS

##### Company

Oracle (NASDAQ: ORCL) is the world's largest business software company

##### Project

- Audience generation for 2 day leadership conference in Hong Kong
- Full event management
- Executive dinner
- Pre and post event communication
- Lead generation and nurture

##### Challenges

- Raising awareness of the Global Leadership Summit with senior IT decision makers
- Attracting senior IT decision makers to travel and attend (over a weekend)
- Accommodating multiple cultures, languages, religions and dietary requirements
- Sourcing a suitable venue

##### Solution

- End-to-end dedicated global Marketing Options team
- Multiple touch communication programme
- Partnership with global media agency to support audience generation

##### Results

- 297 registrations
- 241 attendees
- 200% attendance target
- 81% show rate

Oracle Global Leadership Summit attracts 241 attendees achieving 200% attendance target.

##### Requirements

Oracle wanted to establish a leadership position in the global financial services market place. To achieve this they started to plan an annual Global Financial Services Leadership Summit. The Summits would be two day events for senior IT decision makers from the largest global financial institutions. The first Summit would be held in Hong Kong and subsequent Summits would take place in key cities from around the world.

The Summit would be content rich with a business and a technology stream, provide delegates with an invaluable networking environment and cater for a multi-cultural audience.

To make this vision a reality Oracle needed to partner with an international, fully integrated, marketing and events agency to plan, produce, market and manage the entire Summit. Marketing Options International was chosen.

*"Working with Marketing Options International means I get a partner who I can trust to engage with multiple*

*stakeholders across Oracle and most importantly deliver real results"* Senior Marketing Manager, Oracle.

##### Challenges

It was increasingly difficult for senior executives to have travel approved due to the financial downturn. A compelling business case needed to be created. Coupled with this, the Summit was to take place over a weekend which meant asking senior executives to sacrifice a weekend to attend.

Marketing Options International also had to carefully balance a high quality, well managed event that did not appear too lavish as the concern would be that unnecessary expense would be inappropriate during a recession.

As this was a global event Mandarin, English and Japanese translation services and signage had to be available throughout the conference. Ramadan was to take place during the conference so all religious and dietary requirements also needed to be met.



# Oracle Global Leadership Summit

## Solution

In order to successfully engage with the target community an integrated marketing communications plan was created that combined multiple touches and drip feeding through thought-provoking content.

Personalisation and translations were also used throughout to ensure full engagement with the community. A partnership was also formed with global media agency (Finextra) in order to promote the Summit to a wider audience.

The event itself was split into three key parts:

1. Delegate Management – this included online registration, localised telephone booking services, arranging hotels, transportation and food for each delegate and providing Visa assistance where necessary.
2. Event Logistics – this included finding a venue for the Summit and executive

dinner, speaker liaison and briefing, presentation slide management, catering, AV, stage logistics, sound checks, signage, delegate packs, hospitality and entertainment arranged, 24x7 on site support including welcome desk, room drops and delegate gifts.

3. Post Event Management – this included thank you email sent to all delegates, post event landing page with presentation and collateral to download and full reporting.

## Results

The entire Summit was a huge success with Marketing Options International achieving an incredible 200% attendance target and 81% show rate. 297 registrations were taken for the summit with 241 conference attendees. On site delegate feedback rated the event as 'very good' and 'excellent' with majority asking when the 2010 Summit would take place.

## Oracle Marketing

*"I feel like I'm on holiday when you guys are around, usually I'm stressing out!"*

Events Manager, Oracle



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