

CREATING AN UNIQUE
EVENT
FOR AN INTERNATIONAL IT
SOLUTIONS PROVIDER



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THE CLIENT

Edata group was founded in 2004 and consists of three companies: [Edata](#), [BPM Wave International AG](#) and [BPM Wave US](#). Edata is a Romanian IT solutions provider, that designs, automates and monitors business processes, covering the local market. BPM Wave International is based in Switzerland and targets the Eastern European, German, Swiss, Russian and Turkish markets and BPM Wave US, with offices in New Jersey, covers markets in North America, Australia, Middle East and Asia. Edata solution portfolio includes business process improvement offerings for gaining increased governance and control across a variety of key organizational operational areas such as Finance, Human Capital Management, Contract and Policy Management, Investment Analysis, Inventory Monitoring and Production Planning.

NNC Services and Edata created the unique event dedicated to IT managers and CEOs in the pharma industry - „IT solutions for increasing business efficiency”.

THE OBJECTIVE

- Design, plan and organize an event with the purpose of achieving marketing and sales objectives.

SOLUTIONS

NNC's marketing professionals implemented complete event creation services:

// Event Planning & Activities Calendar

We developed a comprehensive action plan and established the performance indicators for the final event evaluation. In the second planning stage we established the event concept, identified the target audience, proposed the topics agenda and suggested some needed marketing materials.

// Participants Data Base Development

We researched the relevant target audience and developed a complete list of potential key participants and of their contact details.

// Direct Mailing and Event Promotion

Our copywriters developed all the needed marketing materials for promoting the event – press release, website page, eNewsletters – and developed the communication plan. Our direct marketing specialists sent the event invitations and called potential participants for the follow up campaign.



// Event logistics

NNC Services took care of the entire event organization, assuring the needed logistics for launching and running the event– location, dates, suppliers, materials.

// Telemarketing and Lead Generation Campaign

We developed and implemented a before and after event tele-marketing and direct mailing campaign and established a communication channel with prospects that didn't participate at the event.

RESULTS

- We managed to optimize the overall spent with the event organization staff;
- Edata received a benchmark that can be used in planning and running other events;
- 23 highly targeted CEOs and IT managers participated at the event;
- We increased Edata's visibility among the target audience and raised the interest for its products and solutions;
- Participants declared that they were very satisfied with the overall organization and quality of the event;
- Following the event, Edata gained 7 one-on-one meetings and closed a new contract with a pharmacy industry player;
- The event's press release was well distributed by the general and niche – IT and Pharma – online publications.