

70% MORE ATTENDEES FOR  
A WORKSHOP DEDICATED  
TO C-LEVEL EXPERTS



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## THE CLIENT

[Predicta](#) is a multinational company established by SPSS BI Greece, an IBM company, and a leading provider of Predictive Analytics Solutions in Romania. The SPSS Greek office represents the SPSS Inc. technology in Greece & Cyprus since 1986, offering training as well as consulting services for data analysis.

Predicta's product portfolio includes IBM SPSS Software for Data Collection, Statistical Analysis, Data Mining and Collaboration & Deployment. NNC Services organized an exclusive workshop dedicated to financial and telecom C-level experts in order to drive attendance and generate leads.

## THE OBJECTIVE

- Attract participants from Predicta's target audience with the purpose to generate leads and face-to-face meeting appointments in the next 3 months.
- Ensure an attendance of 10 participants per workshop.

## CHALLENGES

- The target audience had little knowledge about Predictive Analysis solutions and how they can enable business growth.
- Reach out to seniors in top Financial Services positions that are less familiar with the seminar's relatively new topic and convince them to register.

## SOLUTIONS

After one month of planning and organizing activities, Predicta and IBM held, with NNC's professional support, the Predictive Analytics Workshop. This event was an exclusive workshop dedicated to C-level experts in the financial and telecom industries.

NNC's marketing professionals implemented complete event creation services:



## // Event Planning

We developed a comprehensive action plan and established the performance indicators for the final event evaluation. We identified the target audience and suggested some needed marketing materials and event logistics.

## // Participants Data Base Development; Email and Telesales campaigns;

Our experienced prospecting specialists built an over 500 contacts database targeting the decision-makers in the financial and telecom industries:

- Financial industry. Major insurance, leasing companies, banks key positions targeted: Head of retail banking, Head of IT, Head of Marketing, Head of CRM
- Telecom industry. Fixed line telephony, mobile operators and cable providers

Key positions targeted: Head of IT, Head of Marketing, Head of CRM, Head of Retail, Customer Care.

We implemented an event direct mailing and telemarketing campaign, and developed multiple messages for the different stages of the campaign (invitation, follow-up, last registration days reminders etc.).

## // Press relations

We designed and created all necessary materials for workshop promotion: press releases, advertisements, and invitations to target audience. Our PR specialist released the news to the press in order to announce the workshop.

## RESULTS



- Out of 50 registrations, 34 participated which means an **attendance rate of 68%**;
- **The set target audience rate was exceeded with 70 %;**
- **30 % of participants declared that they are interested in having a personalized workshop** on the predictive analytics topic in the next 3 months;
- Participants declared that they were **very satisfied** with the overall organization and quality of the event;
- Increased product visibility among the target audience;
- Boosted interest for Predicta's Predictive Analytics Solution features and capabilities;

## TESTIMONIAL

*“Knowing NNC Services’ experience in IT services management and marketing, we have decided to ask for their help to organize an exclusive workshop dedicated to financial and telecom C-level experts. Shortly after initiating the communication actions, almost unexpected positive effects could be foreseen: increased awareness of the company’s services among potential clients and exceeded attendance at event.”*

Vlassis Papapanagis, Operations Director, Predicta SA

## ABOUT NNC SERVICES

[NNC Services](#) offers marketing consulting services dedicated to IT and services companies. NNC can assist you in choosing the best strategy for your company - from listbuilding and setting appointments with potential customers to generating online content and marketing via social networks.

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