



CREATING AN UNIQUE EVENT FOR AN INTERNATIONAL IT SOLUTIONS PROVIDER

EDATA

Read the following case study to find out how our client gained 7 one-on-one meetings and closed a new contract with a pharmacy industry player through a strategic event planned by NNC.



Client: EDATA

Industry: IT Services & IT Consulting

Location: Romania, Moldova, Ucraina

Company Size: 201-500 Employees

Solutions: IT solutions for increasing business efficiency

Client: EDATA

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 a unique event dedicated to IT managers and CEOs in the pharma industry – „IT solutions for increasing business efficiency”.





Project Objectives

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

Solutions

✓ **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.



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.



NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication. NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



NNC Services is the leader in B2B marketing for IT and professional services companies. Our skilled team enables your business to better connect with your clients, through marketing strategies, tactics, tools and automation. We support senior company marketing & sales leadership to reach and exceed business goals with proven strategies, coaching, marketing automation, lead nurturing, and effective inbound and outbound marketing campaigns.