



PRESS CONFERENCE
ORGANIZATION TO ANNOUNCE
PARTENERSHIP BETWEEN WEB
SECURITY SUPPLIER AND ONE OF
THE BIGGEST ROMANIAN SYSTEM
INTEGRATORS

LIVIGENT

Read the following case study to find out how we RnD Software, known for web security solutions like Livigent, teamed up with NNC Services to launch a strategic campaign. NNC Services handled event logistics, created marketing materials, coached speakers, and invited top media outlets.



LIVIGENT
Intelligent web control

Client: Livigent- RnD Software

Industry: Software Development, Networking

Location: Brooklyn, New York

Company Size: 11 - 20 Employees

Solutions: Real-time web traffic filtering and security solutions for businesses and institutions

Client: Livigent

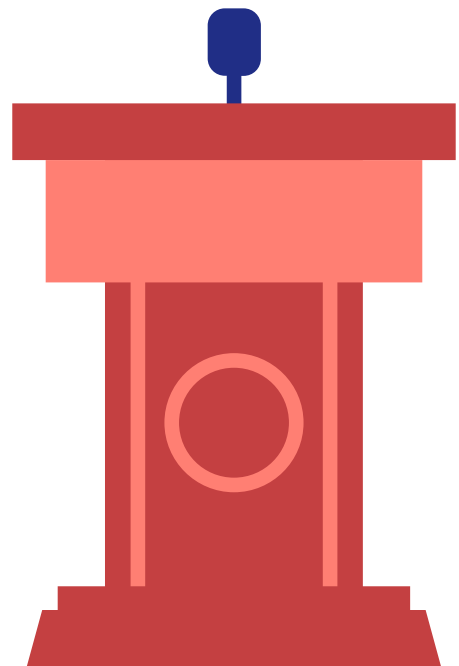
Founded in 2006, RnD Software is a supplier of innovative solutions for web security. Livigent is a solution developed by RnD Software that features unprecedented flexibility in handling different types of Web content.

Livigent ensures a high percentage of success in blocking unwanted or prohibited content based on predefined rules.

After launching Livigent, RnD Software and NNC Services collaborated for a lead generation program which ended with a partnership between Genesys Software Romania, one of the biggest system integrators from our country, and RnD Software.

Challenges

- ✓ Announce the partnership to the market: setting up a press conference;
- ✓ Increase event awareness
- ✓ Increase brand awareness for a relatively new product like Livigent.



Solutions

NNC Services took charge of the entire process of organizing the press conference, successfully completing the following steps:

- ✓ Event logistics and location
- ✓ Press kit. Marketing and promotional materials development for the press conference
- ✓ Writing and distributing the handout
- ✓ Coaching the speakers
- ✓ Sending invitations to the most relevant publications

Results

A very good coverage of the specialized media, a lot of materials about the event were published, including interviews.



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.