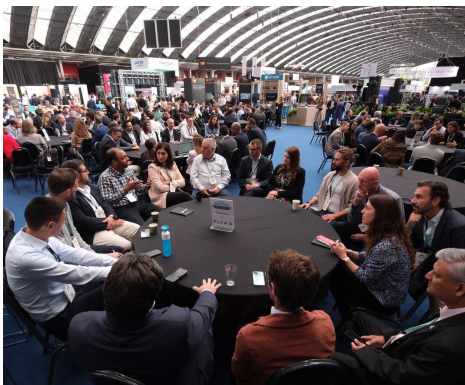


WORLD AVIATION FESTIVAL

8-10 October 2024
Amsterdam

CASE STUDY
By B2B SA





How B2B Sales Arrow Transformed Our Client's Success at World Aviation Festival

Have you ever wondered how a seamless event execution can transform not just your brand presence but also boost lead generation and strategic connections?

Through meticulous planning and flawless execution, we delivered results that surpassed their expectations, elevating their brand presence and generating quality leads.

But what was the real impact? Let's dive into how we took on the challenge and delivered a transformation that not only met but exceeded the client's targets.

The Challenge (Before)



Imagine being a leading player in the aviation industry, ready to engage with top airlines and airports in Europe and the Middle East but facing multiple constraints. This was the situation our clients found themselves in.

Their primary objectives were clear: build brand awareness, secure key meetings with decision-makers, and showcase their innovative solutions. However, the road ahead was far from simple:

- **Limited time for meeting outreach:** With only one week to run a pre-event campaign, scheduling key meetings seemed like a race against time.
- **Booth design complexities:** The client had a 7m x 3m booth space but needed to fit in a multitude of components: storage areas, live demo screens, an AI-powered photobooth, and interactive branding.
- **Last-minute requirements:** With only days to go, the client needed branded giveaways (foldable bags, bamboo bottles) and brochures, some of which had to be printed in Amsterdam.
- **Innovative setup challenges:** The AI-powered photobooth, required precise camera placement and screen angles, making it tricky to install and maintain.

The Transformation (After)



Does overcome these challenges seem like a daunting task?

For B2B Sales Arrow, it was an opportunity to showcase our expertise in event solutions. By focusing on strategic planning, collaborative execution, and attention to detail, we delivered an event experience that not only solved the client's challenges but exceeded their expectations.

Here's how we did it:

- **Booth Design Mastery:** Our team designed a stunning booth that maximized the available space while ensuring high-impact branding. We created storage solutions, set up live demo stations, and integrated a meeting space, all while ensuring the booth stood out with its bold and innovative design.
- **AI Photobooth Setup:** Despite the complex setup requirements, our team expertly installed the AI-powered photobooth, delivering an engaging experience for attendees and making the client's booth a crowd-puller.
- **Eco-friendly Giveaways:** The foldable bags, bamboo bottles, and laptop stands were a hit among attendees, drawing people to the booth while reinforcing the client's eco-conscious brand message.
- **Post-event Engagement:** We organized a cocktail reception on an Amsterdam canal cruise, hosting 45 high-profile guests. The client received rave reviews, with many attendees appreciating the networking and scenic city tour.

Results Before and After (Summary Table)

Metric	Before (Challenges)	After (Transformation)
Lead Generation Target	15 meetings (client expectation)	40 meetings scheduled (overachieved by 62.5%)
Pre-event Meeting Setup	Only 1 week to organize and secure meetings	23 meetings scheduled, 18 conducted (78.26% meeting conduct rate)
Booth Design and Setup	Complex design with limited space and multiple components	Innovative booth with live demo areas, AI photobooth, and branding
Engagement Tools	Needed AI Photobooth, giveaways, and branding at last minute	AI Photobooth installed flawlessly, eco-friendly giveaways a hit
Post-event Engagement	No clear plan initially	Successful cocktail reception on Amsterdam canal cruise
Revenue Target Prospects	Uncertain	25 accounts with revenue above \$1 billion identified

Overall Results



1. Sales Qualified Lead Generation Success:

Imagine exceeding your lead generation targets by 62.5%!

- The client initially aimed for 15 meetings, but with our active prospecting strategies, we secured **40 meetings**, including 23 scheduled meetings and a 78.26% rate of meetings conducted.
- Out of these, 6 were identified as **hot leads**, 16 as **relevant**, and 18 as warm leads—a huge boost for future business opportunities.



2. Booth Design and Execution:

Designing a booth that would captivate an audience of aviation professionals required innovation and creativity.

- **Over 10 different designs** were proposed before we finalized the perfect setup.
- The booth strategically placed at the entrance of the hall maximized traffic flow, and with clear branding, interactive touchpoints, and the AI photobooth, it became a focal point of the event.



3. Attendee Engagement:

The AI photobooth was not just a crowd magnet but an innovative feature that showcased the client's tech-forward approach.

- On top of that, the eco-friendly giveaways, such as foldable bags and bamboo bottles, resonated well with the European audience, further enhancing engagement.



4. Post-event Engagement:

We organized a cocktail reception on an Amsterdam canal cruise, providing a memorable networking opportunity.

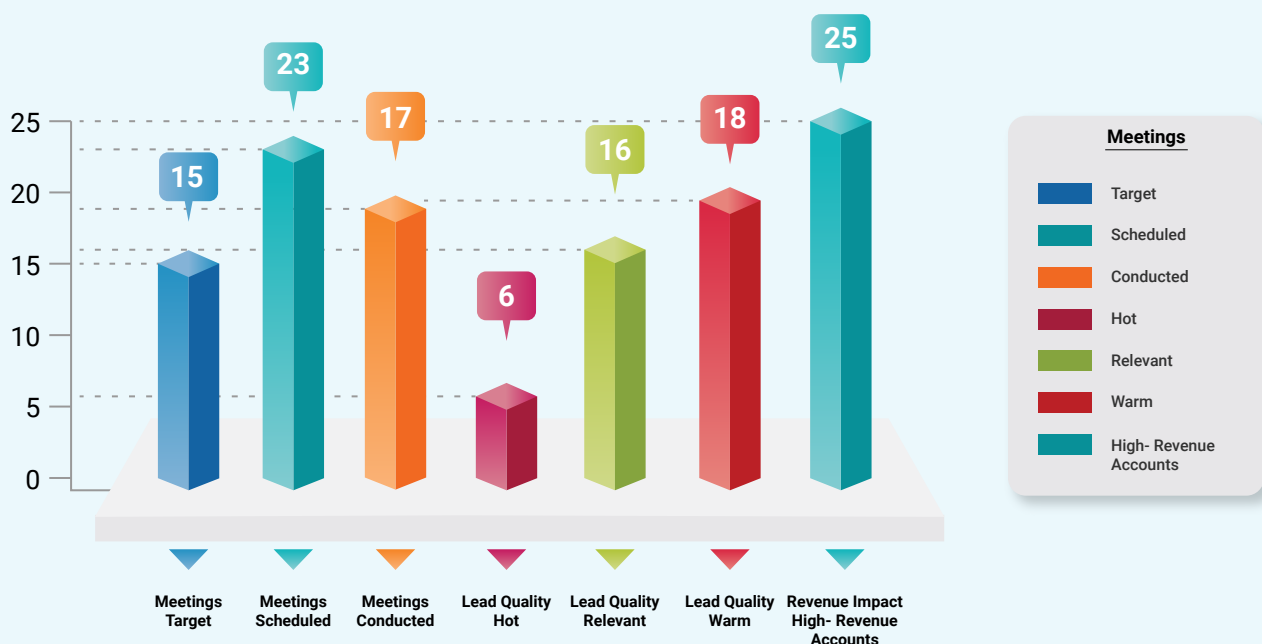
- With **45 high-profile attendees** enjoying scenic views, delicious food, and great conversations, the event was a huge success, earning high praise from the client.



5. Revenue Impact:

Beyond the immediate success of the event, the client's involvement in WAF led to significant long-term benefits.

- We identified **25 accounts with revenue exceeding \$1 billion**, setting the stage for future deals and collaborations.



Conclusion

At B2B Sales Arrow, we specialize in turning complex challenges into seamless solutions. This case study is a testament to our ability to deliver results through strategic event management, innovative booth design, and on-the-ground lead generation.

If you're looking to transform your next event into a platform for success, we're here to help you achieve even more than you thought possible.

**Ready to take your
event engagement
to the next level?**

Let's Connect!



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