

SIBOS 2023,
Ontario, Canada

A leading Swiss Software Company sparks
Global Brand Excellence and generates
numerous Sales-Qualified Leads with
our End-to-End Global Event Solution.

85%+

**Hot & Warm
Leads**

75%+

**Leads were
Director & above**

40%+

**Higher
Results**



Client Bio

Our esteemed client is a global leader in SaaS banking software. The industry titan supports 82% of the world's top 50 banks, processing daily transactions and client interactions for over 500 million banking customers. The organisation empowers financial institutions through innovative solutions, leveraging cloud technology and open business models to enhance efficiency, data security, profitability, and customer experiences. Their suite of offerings ranges from payments to financial crime mitigation.



About SIBOS 2023

SIBOS 2023, born as a banking operations seminar in 1978, now stands as the premier event in the financial industry. This global business forum unites leaders, decision-makers, and experts from the financial ecosystem to deliberate on payments, securities, cash management, and trade. SIBOS plays a pivotal role in shaping the sector's future by featuring renowned speakers, insightful sessions, and valuable networking.



Client Objective

Scale Lead Generation initiatives with global brand dominance.



Client Requirements



- Event Booth Design & Production:** An exquisite booth design, emphasising their brand identity for a commanding global presence. The booth's design needed to not only radiate visual appeal but also align with sustainability principles for environmental

friendliness. Furthermore, it was essential to include two private meeting spaces, ideal for one-on-one interactions. In addition, the client demanded the booth to boast a significant height, ensuring clear visibility from a distance.

- On-ground Lead Generation:**

34 Sales-Qualified Leads from the Banking and Financial Service organisations.





Project Challenges

- Balancing sustainability with the desire for an eye-catching design is challenging, particularly when certain decorative elements must align with sustainability principles.
- Two exclusive closed meeting rooms in a limited space.
- A niche segment Target Account List presented a challenge in generating Sales-Qualified Leads.



Our Solutions

Event Booth Design & Production: Our event management specialists pushed the boundaries of creativity. They forged partnerships with onsite vendors to craft a booth entirely from crushed wood, an eco-friendly choice. The outcome? An exquisite booth design that proudly upheld our Client's commitment to sustainability principles.

Lead Generation via Active Prospecting: With our unique proprietary solution, Active Prospecting, our on-ground lead generation specialists secured 47 Sales-Qualified Leads, perfectly matching the Client's Ideal Customer Profile and exceeding the target by 38%.

To enhance cultural and gender diversity in our business and strengthen the Client's global brand positioning, we engaged the expertise of a bilingual sales specialist.



Results

With exceptional teamwork and flawless project execution, team B2B Sales Arrow exceeded the Client’s expectations. Our event management specialists created a stunning masterpiece that perfectly embodied the client’s brand while adhering to sustainability principles. They surpassed the lead generation target by an impressive 38%.

Direct Impact On The Sales Pipeline

40+

Hot & Warm Leads

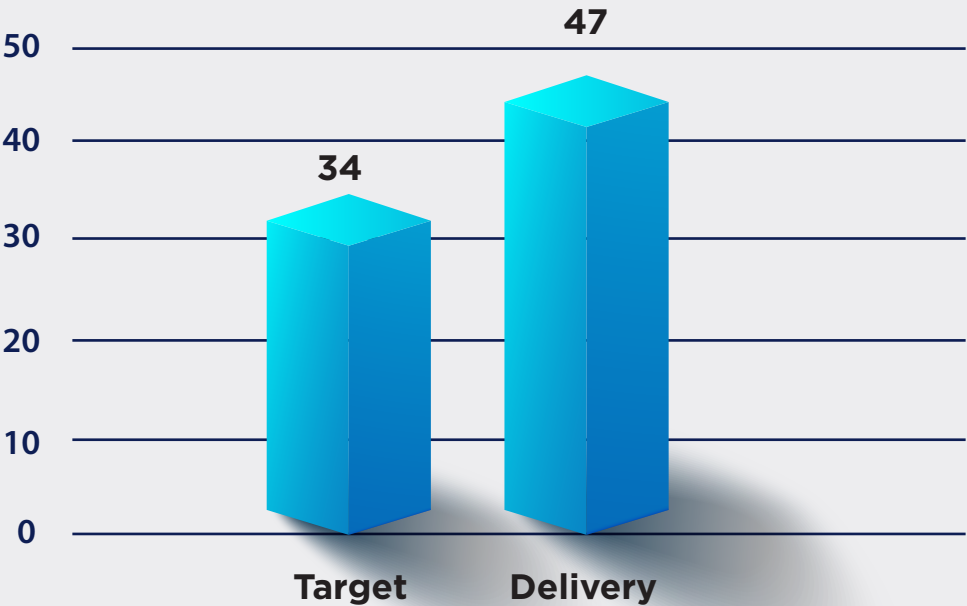
35+

Leads were Director & above

30+

Accounts With Revenue Exceeding \$1 Billion

Target vs Delivery



Category	Value
Target	34
Delivery	47

05

www.b2bsalesarrow.com

About B2B Sales Arrow

Based out of New York/Bangalore, B2B Sales Arrow is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person, Virtual, & Hybrid)



Lead Generation



Active Prospecting
(On-ground Lead Generation)



Global Contact Discovery Solutions



Custom Market Research



Corporate Media Production



Social Analytics



Advanced Digital Solutions

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as

**MONEY
20/20**



**INSURETECH
CONNECT**



ACAMS

NRF NATIONAL
RETAIL
FEDERATION

**SAP SAPHIRENOW
CSUG ANNUAL
CONFERENCE**



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