

B2B Sales Arrow's Stellar Success In Virtual Event Delivery For A Multi-billion Dollar IT Firm



**89% Registrations
Were Director and Above**



**In 1 Month
of Turnaround Time**



**Approximately
USD 1.83 Trillion
The Total Annual
Revenue Of Participating
Organizations**

Client Bio

A staggering 93% customer loyalty spanning 46 countries establishes the Client as a Global Leader in next-generation digital services and consulting. With nearly four decades of experience in managing the Systems and Workings of Global Enterprises, the IT giant empowers its clients to navigate their digital journey.

Client Requirements

The Client required B2B Sales Arrow to function as a customer service desk for their start to finish event solution requirements.



Audience Acquisition Campaign

- To secure 100 registrations that only included CXOs, Function Heads, and Key Decision-makers from the Client's list of target organizations to propel business objectives.
- To sustain the registrants' engagement and strive to convert them into event attendees.



Pre-event Media Production

The Client demanded pre-recorded and seamlessly edited panelists' sessions to be played in sync with the live Q&A session during the event.

Event Synopsis

The virtual panel discussion was convened to gain deep insights into how industry-leading Hi-tech enterprises have overcome various challenges, accelerated their transformation to the cloud, and delivered exceptional customer experiences.

The event target audience included CXOs, Function Heads, and Key Decision-makers of Fortune 500 and Global 2000 organizations with a minimum revenue of 1 billion USD and above from the Hi-tech and manufacturing industries from the US and UK geographies. The expert panelists represented a diverse line of business such as IT & Consulting, Database Management, Storage Solutions, Network Security, and Video Delivery Technology and Services.





Virtual Event Design and Production

To collaborate with a leading Virtual Event Platform that best suited the Client's budget and requirements, such as:

- The Client demanded the most convenient yet equally safe and secure registration process with a complete guarantee for end-to-end registrants' data protection
- Platform customization, dry runs, and resource deployment
- Live event support
- Post-event media management and analytics



Project Challenges



Amidst the Covid 19 induced phase of transition, the Multi-billion-dollar Client, while experimenting with the Virtual Events, carried an uncertain set of expectations around the event registrations, audience participation, and ROI. Thus, it was a challenge to deliver results meeting the Client's expectations.



With the event scheduled just ahead of the holiday season, Christmas to be followed by the New Year, and a wrap-up time for ongoing projects, the period was the busiest time of the year. Also, the Executives were either planning long leaves or were already on leaves by the time Event was approaching. Thus, it was quite a challenge to get the Executives to see our Emails, spare time to respond to our calls, and register for the event. The challenge lying next was to sustain the registrants' engagement to bring them to the Event.



Set up dry run sessions for time-strapped top executives, get the panelists together in one Recording Session, and tailor their scripts to fit the time frame. Additionally, it was challenging to provide all the delegates with an event platform overview to help them navigate the event floor amidst the time constraints.



To suggest the most convenient and yet equally safe and secure registration process with end-to-end Registrants' data protection.

Our Solutions



Audience Acquisition Campaign

We implemented a series of high-performing omnichannel marketing strategies to acquire highly qualified Virtual Event Audience that included CXOs, Function Heads, and Key Decision-makers from your Target Account List.



Pre-event Media Production

B2B Sales Arrow's expert team adopted a meticulous approach to producing pre-recorded and time-bound breakout sessions, which were aired in perfect sync with the live Q&A session of the event.

- **Dry-runs**

We executed two dry runs to assist the panelists with their pre-event setup and tailor their script to design a seamless experience during the event.

- **Recording**

We leveraged cutting-edge technologies to schedule breakout session recording in collaboration with the Client and the Keynote Speakers.

- **Production**

Our Media Production experts executed flawless editing to the recorded video and produced a customized video with branding and key messaging.



Virtual Event Design and Production

B2B Sales Arrow partnered with a cutting-edge event platform to assist its Client with Event Production and Post-event Media Management and Analytics delivery:

- **Platform Customization and Resource Deployment**

Our events team coordinated with the event platform tech support to customize the event floor design, upload event handouts, and produce pre-recorded media for the event.

- **Rehearsals and Live Event Support**

We coordinated with the platform tech support and conducted multiple dry-runs to foresee and eradicate any technical glitches. Our team also curated a “step by step” guide to help all the participants navigate the event floor. Additionally, we rendered live-event support to ensure a seamless event execution for an overall immersive experience for the participants.

- **Post-event Media Management**

Our Media Production experts adopted a thorough approach to reconciling various video bites and successfully delivered an overall finished resource for on-demand viewing for post-event lead generation.

- **Post-event Analytics**

Team B2B Sales Arrow created and delivered an extensive database of 144 registrations and their contact details for future communication. Furthermore, we drafted a post-event analytics report containing the attendees’ details and their interaction pattern with the digital content uploaded on the virtual platform.



A Stellar Virtual Event With Flying Colours

B2B Sales Arrow’s successful audience acquisition campaign delivered 144 registrations.

We acquired executive registrations whose profiles perfectly matched the Client’s expected criteria, i.e., CXOs, Function Heads, and Key Decision-makers of Fortune 500 and Global 2000 organizations with a minimum revenue of 1 billion USD and above from the Hi-tech and Manufacturing industries from the US and UK geographies.

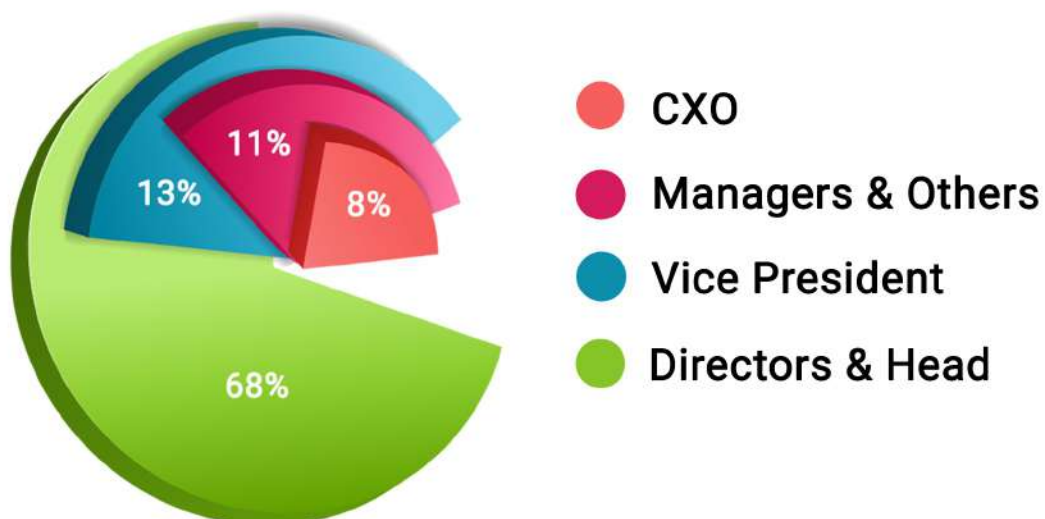
We successfully delivered:

144 Registrations, i.e., exceeding the target by 44%, from 113 Fortune 500 and Global 2000 organizations with total annual revenue of more than 1.83 Trillion Dollars.

GDPR compliant Lead Details such as Email IDs and Direct Line Numbers.



Key Metrics - Event Delegates



Key Results

As a part of our Audience Acquisition Campaign, we connected and engaged with 113 companies to deliver 144 registrations that included targeted CXOs of Fortune 500 and Global 2000 companies across the world. Below are some of the leads that we were able to secure:

Designation	Company Name	Industry	Revenue
Director, AWS Support	Amazon	Hi-Tech	USD 386 B
Head of App Integration Platform	Google	Hi-Tech	USD 181.69 B
Senior Director, Software Engineering	Dell	Manufacturing	USD 92.2 B
Director	Intel Corporation	Manufacturing	USD 77.9 B
Director - IT	IBM	Hi-Tech	USD 73.6 B
Director, IT Development & Delivery	PepsiCo	Manufacturing	USD 70.37 B
Head of Process IT Solutions	Roche	Manufacturing	USD 58.3 B
Head of BI & Reporting Solutions	Airbus	Manufacturing	USD 58.2 B
Senior Director, Product Management	Spectrum	Manufacturing	USD 43.6 B
Digital Lead	ABB	Hi-Tech	USD 28 B

*Data Source: Wikipedia (June 2021)



About B2B Sales Arrow

B2B Sales Arrow is a leading values-based digital technology organization located in Bangalore. The organization is a research-based marketing technology solutions provider and offers stand-alone services of bespoke market research, media production, database creation, lead generation, and virtual events.

To know more about us and how we can help you can create a stunning sales pipeline, drop us a line at info@b2bsalesarrow.com

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