

IRS Drives Delegates to Gemalto's 10th Annual LicensingLive! Flagship Event



Case study

The client said:

“The event was a huge success thanks to you guys at IRS!!! We had a great turnout, full house on all days with 90% prospects and over 50% from our target accounts. Great job.”

Marcy Clapp
Sr. Field Marketing
Manager—Americas



Client profile

Gemalto through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetisation solutions.

The campaign

Gemalto hosted its most important annual event LicensingLive! for its 10th successful year. LicensingLive! is focused on software monetisation thought-leadership and best practices and is geared towards senior software execs and product management. This year the goal was over 200 delegates to attend from enterprise software and intelligent device manufacturers. The level of attendance is crucial to the success of this event. Leveraging a successful 5-year relationship with Gemalto, IRS was once again retained to invite key companies and executives to register and attend LicensingLive! 2017 in Cupertino, California.

The brief

While Gemalto's sales team focused on inviting key customers and prospects, IRS focused on driving new prospects that had engaged with Gemalto in the last 6 months. Gemalto also wished to invite prospects without any previous engagement from their target company list. IRS and Gemalto created a list of prospects from software developers/publishers as well as hardware manufacturers transforming their business to add software features.

Utilising a team of business development executives, IRS identified and contacted the most relevant people and communicated the details of LicensingLive! During this discovery process, IRS was able to qualify the interest of each person and registered attendees based on relevance and interest level. A few days prior to the event, IRS contacted registrants as a reminder and to confirm their attendance. This program lasted 3 months.

What happened

- 280 delegates registered for LicensingLive!
- An outstanding 50% from IRS efforts
- LicensingLive! was the most successful in Gemalto's 10-year history!

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