



‘Impressive’ IRS Build Oracle Seminar Series

Case study

ORACLE®

The client said:

“I’m impressed with IRS’s attention to detail and sense of ownership by every IRS person on the campaign.

Where a contact can’t make the event date, they are immediately treated as a potential sales opportunity and qualified accordingly.”

Client profile

Oracle, a global innovator across the IT spectrum and a sales- and marketing-orientated business, is renowned for its software seminar programme as a key marketing tool, delivering both value and information to potential buyers. A series of seminars was launched to cover security – the issues, risks and solutions.

The campaign

The 2-month campaign, managed by Oracle’s Event Management partner, was targeted at high level enterprise security responsables. The objective was to invite small groups of up to 20 per event, in order to focus on specific needs and to allow time for exploration of issues and potential solutions.

The brief

IRS’s task was to fill the seminars with not only the right number but also the highest quality of attendee. IRSMarketing worked on understanding Oracle’s security solutions proposition, building a base of the right high-level delegates and contacting them directly with an invitation to attend. IRS’s targets were cold, previously un-contacted prospects and IRS’s email and enthusiastic telephone follow-up worked well.

What happened

The campaign exceeded expectations in the number of attendees, filling all the venues. Of particular satisfaction for Oracle was the executive level of attendee, a challenge for the client in previous events. The client, the event managers and attendees were delighted with the result.



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