

Maximize Your ROI from Industry Event

Event Optimization Service



Drive Sales and Maximize ROI from Industry Events and Exhibitions

Your company put two months of intensive preparation into your exhibit at the premier industry event. Your booth design was awesome, your CTO's speaking session was packed and you captured dozens of leads. But two months later you've only managed to squeeze two meetings out of those leads and the prospect of sales is still remote. Shouldn't you be getting more bang for your buck?

Aneeva's Event Optimization Service transforms your company's event participation into a real business investment. Year after year, post-event client surveys show that Aneeva's service is an effective way to drive sales and maximize ROI from meetings at industry events.

How It Works

Aneeva offers a unique business-focused approach to event participation. Aneeva's approach is based on using the event as a venue for sales meetings with targeted and prepped customers/prospects. Targets are prioritized based on your company's needs and may include end customers, system integrators, VARs or even media analysts.

The Event Optimization Service typically includes the following activities:

1. Based on a target list provided by the client, Aneeva sends email invitations followed up by personal calls to all targets
2. Identifying additional people that are attending from within the same organization
3. Setting up the meeting - date, time and place
4. Pre-setting the agenda for the meeting (demo, presentation, etc.)
5. Confirming the meeting and agenda
6. Sending maps and directions to the meeting place (booth, meeting room, hotel)
7. Sending meeting reminders (SMS/email) to the targets just before the event

The following optional activities can also be handled by Aneeva:

- Compilation of the target lists
- Overall project responsibility and management
- Assistance in message and collateral building

How You Benefit – Real, Quantifiable Return on Investment (ROI)

Aneeva's Event Optimization Service makes it easy to justify your company's trade show participation:

- Generation of real business from pre-set sales meetings
- Optimization of targets based on preliminary calls
- Highly efficient schedule management and more productive meetings based on a professional and proven methodology
- Reliable, on-time execution of meeting scheduling in line with your company's business goals

Case Study: Lead Generation at 3GSM

A leading developer of advanced imaging technology for mobile phones hired Aneeva three consecutive years to coordinate meetings with potential customers and partners at the 3GSM (Mobile World Congress) conference in Barcelona. To maximize business opportunities at the mobile industry's most important event, the client's aim was to bring as many international customers and prospects as possible to its booth for a private 90 minute meeting and product demo.

In order to improve the productivity of event preparation and to free internal resources to handle other tasks, the client outsourced the entire process of contacting targets and setting up meetings to Aneeva.

Aneeva's team spent six weeks contacting the client's partners and targets worldwide, primarily in Japan, Korea, Taiwan, Europe and the US, updating them about the latest product developments and setting up meetings at the show. Targets included mobile handset manufacturers, producers of lenses, developers of sensors, system integrators and media analysts.

In the second year at 3GSM, Aneeva succeeded in doubling the number of meetings between interested targets and the client's sales team. In the third year, Aneeva began its efforts with a list of 400 targets, including a dozen media and market analysts. Thirty-four (34) demo meetings were pre-set with potential customers from the target list. All of these meetings (except one) actually took place at the show according to schedule.

Get more BANG for your BUCK at your next industry event!

Contact Aneeva for a FREE consultation on how to optimize your next event at +45 54 62 40 88 or contact Gideon Silberman our VP Business Development at +972 543 082 089.

About Aneeva

Established in 2003, Aneeva is a company specializing in accelerating business for technology companies in specific European markets. Our business acceleration services, including market estimation, market penetration and technology scouting, help global companies to grow sales and increase profits throughout Western Europe. Our no-nonsense approach to business development is quickly making us the preferred partner for companies considering entry into a new market or exploring ways to increase sales in established markets. Our clients capitalize on Aneeva's in-depth knowledge of European markets, extensive network of strategic business relationships and strong technological understanding to accelerate business throughout the region.