



Our greatest assets are our people, coupled with our years of experiences. Our staggering 100% SUCCESS rate is due to our non-stop diligence, attention to detail and constant performance evaluations.

01

Description: Client and Client User Group, co-sponsored an on-line survey to improve their joint understanding of what customers value in a user organization. Translated 6-page, 23 question survey into French, German, Italian, Spanish and English.

Requirements: Complete emailed survey within 3 week time period.

Measurement for Success:

Goal: 500 US Respondents
 Achieved: 891 US Respondents **178%**

Goal: 250 European Respondents
 Achieved: 306 European Respondents **123%**

Increased Awareness of Client User Group – First heard of Client User with survey **30%**

Overall Response Rate: **2.2%** (Norm is 1.25%)

02

Description: 12 US Cities and 3 Canadian Cities – Total of 15 cities within a 10-week time period
 Half-day Breakfast Meeting for Partners

Tasks & Requirements:

- Brand Program
- Copywriting
- HTML and Print Deliverables
- Database Development & Management
- Customized Confirmations
- Performance Management Analysis of Data and Reporting
- Participant Evaluations
- Presenter Evaluations
- Program Registrations – Reminders-Update
- Telemarketing / Misc. Communication Distribution
- Budget Management and Reconciliation

Measurement for Success:

Secure 900 Registrants and 10 Presenters for 15 cities
 45% Attendee Rate
 Achieved: 1158pp **129%**
 Secured 30 Partners to Participate in an End user
 RDSW Achieved: 37 Partners **123%**

CASE STUDY 01 CLIENT: A computer software and services company founded in 1985 and headquartered outside of Boston, Massachusetts

CASE STUDY 02 CLIENT: “Way Forward Campaign” An American multinational technology conglomerate headquartered in the center of Silicon Valley, that develops, manufactures, and sells networking hardware