

Case Study

Empowering Successful Collaboration with IT
Leaders for a Global Tech Organisation



Expectation

Strategic market penetration for a leading enterprise data storage brand which included engagement with the industry's topmost CxO's over a roundtable and subsequent lead generation.

Deliverables

- **Engagement:** Developed compelling content and experiences that captivate our audience, driving active participation and long-term relationships.
- **Brand Awareness:** Amplify the brand presence within the industry, positioning them as a thought leader and innovator.
- **Seamless Execution:** Ensure the event runs smoothly from start to finish, delivering a professional and memorable experience for all participants.
- **Lead Generation:** Create opportunities to connect with potential clients, fostering meaningful interactions that translate into high-quality leads.
- **Pipeline Growth:** Strategically engage attendees to build a robust sales pipeline, ensuring a steady flow of opportunities post-event.

What worked

- **Strategically Designed Roundtable:** Successfully organized a roundtable involving key IT stakeholders crucial to the client.
- **Curated Participant Pool:** Provided the client with a curated selection of IT Heads and Decision Makers, allowing them to select their preferred participants.
- **Participant Target Achievement:** Exceeded the expected number of participants, with over 15 CxOs attending the roundtable.

About the client

A prominent global tech company specialising in innovative computing solutions and IT services, this industry leader is renowned for its commitment to quality and customer satisfaction. They empower businesses and individuals with cutting-edge technology products and services that drive productivity and digital transformation.



“Strategic CxO Engagement Boosts Brand Visibility and Market Entry.”

-Contemporary Marketing

- ▶ **Expert Moderation:** Designated a skilled moderator to streamline conversations and participant engagement.
- ▶ **Lead Generation:** Generated valuable leads, fostering opportunities for further business growth and B2B partnerships.
- ▶ **Brand Positioning:** Successfully positioned the organization as a Thought Leader and Industry Innovator.
- ▶ **ROI Achievement:** The Client achieved a pipeline of **\$500K** with confirmations on POCs to be conducted.

Achievement

The client was struggling with customer acquisition and was looking to tap the market strategically. We came up with the idea of a thought leadership roundtable with the end goal of creating a holistic lead generation strategy, generate brand awareness, and ultimately schedule demos with executives to garner registered sign-ups to their platform, and successfully achieved it.

Innovate. Inspire. Impact.



About Contemporary Marketing

Since our inception in 2021, Contemporary marketing has stood unparalleled in terms of providing innovative marketing solutions to tech companies. Our team of experts provide strategic campaigns that drives brand growth, engagement and brand visibility. From End-to-End event management to digital campaigns, we help tech businesses flourish in a competitive market, ensuring impactful and measurable results.