



# Case Study

Elevating Largest Cyber Security Event for a Brand



## Expectation

The client aimed to achieve maximum participation and ensure a large, engaged audience while delivering a grand experience. They also needed support in creating a sponsorship deck and managing various aspects of the event to ensure extensive customer engagement.

## Deliverables

- ▶ **Sponsorship Deck:** Developed and managed a comprehensive sponsorship deck.
- ▶ **Weekly Coordination:** Conducted cadence calls with the team every week.
- ▶ **End-to-end Management:** Oversaw all logistical aspects from planning to execution, ensuring every detail was addressed.
- ▶ **Content Development:** Crafted content for panel discussions and roundtable sessions.
- ▶ **Audience Achievement:** Achieved double the expected audience size.

## What worked

- ▶ **End-to-End Logistics Management:** From hotel bookings to team accommodations, every detail was meticulously managed. A live sheet was created to ensure seamless event execution.
- ▶ **Record-Breaking Participation:** Exceeded the target of 350+ attendees, setting a new record for audience size at this global series by having an audience of more than 650.
- ▶ **Digital Registration:** Implemented a digital registration process to efficiently handle the large crowd.
- ▶ **Sponsor Engagement:** Designed and executed engaging sponsor booths to maximize interaction.

**1900+** Registrations

**700** Attendees

## About the client

A global cyber security company with a prestigious reputation, known for its innovative solutions and commitment to safeguarding digital landscapes. Their global flagship event travelled across major cities including Dubai, London, Melbourne, Singapore, Sydney, Toronto, Dallas, Paris, and São Paulo, culminating in Mumbai, India.



- ▶ **Roundtable and Panel Content:** Developed and managed content for both roundtable discussions and panel sessions, ensuring high-quality, relevant discussions.
- ▶ **Customer Engagement:** Facilitated multiple engagement booths, enhancing interactions and overall participant experience.

## Achievement

This event not only boosted brand awareness but also generated a substantial pipeline of opportunities. The result was a robust sales pipeline and record-breaking attendance, setting a new benchmark for future events.

## Conclusion

Our strategic execution and meticulous attention to detail resulted in an exceptionally successful event, surpassing client expectations and establishing new standards for global engagements.

# 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.