



COMMVAULT® 

Delivering Strategic Event Success

Challenge

Commvault, a global leader in data protection and information management, helps organizations safeguard and recover their data.

To maximise the impact of their annual Gartner event sponsorships across EMEA, Commvault needed an experienced event marketer to own the process end-to-end, from strategic planning and coordination with the Gartner Global Events team to flawless onsite execution and post-event analysis - working seamlessly as part of the Marketing Team.

Objectives

- Provide senior level event leadership to plan and manage Commvault's EMEA Gartner event programme
- Strengthen the relationship with Gartner Global Events to enhance collaboration and visibility
- Drive pipeline growth and brand awareness through effective event marketing campaigns
- Deliver clear reporting and ROI analysis to demonstrate event success and key learnings

Event Management Services

Event planning and execution to boost brand and ROI

Approach

Yellow Spider delivered this as a fully managed service, providing both strategic oversight and tactical execution.

We assigned a dedicated Project Manager to lead the program, owning the strategic event plan, coordinating stakeholders, and ensuring alignment with Commvault's global and regional marketing goals. An Event Administrator supported with tactical planning, logistics, and execution across three major Gartner events, engaging a combined audience of around 10,000 attendees.

With Yellow Spider's end-to-end event management expertise, Commvault successfully executed a high impact Gartner event series that strengthened brand visibility, engaged target audiences, and delivered measurable business results, setting a new benchmark for event marketing excellence across EMEA.



"Yellow Spider are an absolute pleasure to work with. Not only are they extremely professional, they are also very knowledgeable in all areas of the marketing mix."

**Tulin Green, Senior Director
EMEA, Commvault**



Need a trusted partner to own your regional marketing strategy and execution? Whether you need strategic leadership, tactical execution, or both, we'll flex to fit your needs. Get in touch to see how we can scale with you.

Contact info@yellowspider.com



Solution

Working in close partnership with Commvault's Senior Leadership and Global and EMEA Marketing Teams, we developed multi tactic event campaigns designed to maximise ROI and achieve measurable impact.

01

Strategic Planning

Strategic event planning and stakeholder coordination

02

Pre-Event Marketing

Creative communications and pre-event promotion

03

Onsite Engagement

Onsite activations and engagement tactics to drive booth traffic

04

Social Amplification

Social media amplification and targeted outreach to key decision-makers

05

Post-Event Insights

Post event reporting and analysis to capture performance insights and actionable learnings