

# EVENT MANAGEMENT

Case study **COMMVault** 

## THEIR CHALLENGE

Commvault is a data protection and information management software company, they assist organisations with data backup and recovery. As a leader in the Gartner Magic Quadrant for Backup and Recovery for seven consecutive years, Commvault needed an experienced event marketer to manage their annual sponsorship of a series of Gartner events in EMEA. The requirement was to have someone to work as part of the Commvault Marketing Team who would own the planning, execution and follow-up of these high profile events as well drive the working relationship between Commvault and Gartner Global Events.

## OUR SOLUTION

We deliver the role over as a service leading a series of campaigns for three Gartner events with a combined audience of around ten thousand attendees.

Our service includes an experienced project manager who owns the strategic event plan and an event administrator to support with the tactical planning. Working closely with Commvault's Senior Leadership and Global and EMEA Marketing, we developed multi-tactic event campaigns to maximise ROI and exceed targeted objectives for new pipeline acquisition and brand awareness. Through the use of creative communication, social media posts and on-site promotions, we drove high level of booth traffic and reached key decision makers part of the target audience. Following the series of events we provided a report analysing the event results, key highlights and learnings.

## BENEFITS

- ✓ Senior level support to define strategic direction and develop event plans
- ✓ Integrated marketing resource to develop and execute tactical event plans
- ✓ Ongoing analysis and reporting on plan execution and post event results
- ✓ A best practice framework to help with the creation of future campaigns

## YELLOW SPIDER SERVICE

- End to end event planning and logistics
- Sales program and enablement
- Campaign to drive booth engagement
- Team briefing and booth management
- Alignment with partners to amplify presence
- Post event lead management



**Contact us**

[info@yellowspider.com](mailto:info@yellowspider.com)

+44 (0) 1295 722818

@yslmarketing