



INVITE PDF

**Hewlett-Packard Company
Altair Engineering, NASA Tech Briefs and
MacNeal-Schwendler Corporation**

EXECUTIVE CONFERENCE

mission

- Entice engineering and corresponding IT managers to attend
- Capture qualified leads from those unable to attend
- Promote HP and their partners' ability to meet product development needs

creative strategy

- Create, produce and manage all elements to insure maximum attendance
- Create direct mail and email invitation package
- Leverage a Web "jump" site and advertising banners as additional response paths
- Creative development of incentive scenario: attend the conference at the prestigious San Francisco Yacht Club and sail aboard America's Cup racing yacht

implementation

- Establish conference deliverables, budget, timeline and milestones
- Set-up and manage logistics of all pre-conference operations
- Compile conference database including research, surveys and telemarketing
- Produce and manage all direct mail/email logistics
- Set-up and manage registration and confirmation processes
- Produce all conference materials and signage
- On-site management of conference and sailing excursion
- Final response database updates, analysis and reports

results

The event was heralded by sponsors and attendees for its creative location and activity. TVC's creative and management services helped increase product awareness and fostered interaction between engineering and IT managers and sales representatives.

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creative & management services for marketing promotions