



INVITE PDF

**TimesTen Performance Software
EXECUTIVE BREAKFAST SEMINARS**

mission

- Generate new customers
- Identify qualified prospects
- Increase product awareness for TimesTen Performance Software

creative strategy

- Develop high-end direct mail invitation package
- Determine venue locations for each seminar for maximum attendance
- Create special packaging for incentive giveaway

implementation

- Establish deliverables, budget, timeline and milestones
- Produce direct mail invitation package
- Set-up and manage logistics for each seminar location including catering and AV requirements
- Manage response from direct mail, web and telephone registrations
- Maintain database of registrants and leads for each seminar location
- Handle email confirmations and support information for each seminar
- Develop and produce seminar materials
- Final response database updates, analysis and reports

results

The campaign succeeded in capturing favorable attendance at all five seminars. TVC's creative strategy obtained a high number of qualified leads and heightened product awareness for TimesTen Performance Software.