



INVITE PDF

**Hewlett-Packard Company
Ansys and CoCreate**

INTERACTIVE AUDIO/WEBCAST AT THE MCAE SYMPOSIUM

mission

- Increase symposium attendance via a live Audio/Webcast
- Generate qualified leads via Web and phone registration
- Build relations between the CAE and Collaborative Engineering world and Hewlett-Packard, Ansys and CoCreate

creative strategy

- Create a direct mail/email campaign to maximize symposium attendance via the Audio/Webcast
- Leverage a Web "jump" site and advertising banners as additional response paths

implementation

- Establish Audio/Webcast deliverables, budget, timeline and milestones
- Manage logistics of all Audio/Webcast pre-symposium and on-site operations
- Compile database including research, surveys and telemarketing
- Produce and manage all direct mail logistics
- Produce and manage a Web registration "jump" site
- Create promotional Web pages and advertising banners
- Manage all registration and confirmation processes
- Consolidation, preparation and management of final Web presentation
- Final response database updates, analysis and reports

results

The Audio/Webcast was successful in boosting attendance at the MCAE symposium. Hewlett Packard, Ansys, and Cocrete established relationships with potential customers on the symposium floor and online via the Audio/Webcast presentation.