

## Asia-Pacific Connections / Cisco TelePresence Roundtables: Introducing Travel-free Meetings to Busy C-Suites

### Challenge

Cisco wanted IT decision-making executives in Singapore (SG) and Hong Kong (HK) to experience Cisco's high-definition immersive video-conferencing technology. Cisco did not have the internal resource to plan and execute an effective lead-generation campaign nor did it have up-to-date databases for the outreach. The company engaged Asia-Pacific Connections (APC) to help them develop and execute a strategic campaign to build brand awareness and increase sales with MNCs.

### Strategy and Action

APC formulated an integrated campaign strategy with Cisco to identify C-suite prospects, invite them to face-to-face roundtables with their peers from around the world, without the need to travel. APC developed the theme "TelePresence: Your Passport to Travel-free Meetings" and designed a DM, invite card, gift box and event microsite. We used our up-to-date database of C-level executive prospects and managed a creative high-touch DM and telemarketing campaign to secure roundtable attendance.

### Results

800 targeted C-suites in SG and HK received the personalised creative DM, whilst the subsequent telemarketing campaign resulted in 27 C-suites attending the roundtable – far exceeding Cisco's expectations given the high value of their TelePresence solutions. The integrated campaign helped raise Cisco brand awareness with IT decision-making executives in its target sectors and markets. The attendees enjoyed a lively session led by thought-leadership gurus and Cisco is converting leads into sales.

