

Case Study: Datavail

The Right People at the Right Time

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SITUATION

A leader in the fast-growing database-as-a-service space, the company knew the importance of connecting with the right sales prospects, as efficiently as possible, in order to shorten the sales cycle and grow its business.

The company had tried many approaches to traditional event sponsorship, including participation in large conferences. As Datavail CMO Robin Caputo notes, “As CMOs, we’re always trying to find the right people at the right time with exactly the right content or information to help them along their buying journey.”

What Caputo found however, was that many traditional conferences and events made Datavail either too early or too late—the prospects they hoped to cultivate at these events weren’t in a buying mode or had recently purchased a competitive solution when they met Datavail.

“It’s easy to be lured by the attraction of thousands of attendees at an event, like all the other big conferences,” says Caputo. But, she adds, “Attendees at these events are not always the right level of decision maker.”

As a result, Datavail ended up wasting time and money on sales efforts with little to no ROI.

BOARDROOM EVENTS SOLUTION

In contrast to traditional conferences, Boardroom Events produces hosted forums with a unique format that brings together technology decision makers and solution providers in 1:1 meetings, providing opportunities for peer networking, sales prospecting, and good old-fashioned relationship building between executives and vendors.

Participants on both sides of the table are fully vetted, so business can get done quickly and effectively, shortening sales cycles

for vendors and maximizing time spent away from the office for tech execs.

“What’s most attractive about Boardroom Events forums is they bring the appropriate decision maker, [to the forum]” says Caputo. “Attendees are vetted to have the right budget and a need for solutions we’re offering.”

In addition, the forum agenda includes the opportunity to talk with 10-12 people in boardroom settings, each of whom are working collaboratively with each other. This is coupled with 1-to-1 meetings on the show floor, as well as an exclusive, secure online community for the event that lets participants engage in a year-round dialogue about industry issues—a key differentiator of Boardroom Events forums from other events.

“The community tool that allows us to connect with executives before the event helped them be more open to taking our phone call after the event was over,” Caputo reports. “Vendors and sales teams have to take advantage of that community tool to be successful.”

RESULTS

Datavail has closed two deals as a result of sponsoring Midmarket CIO Forum Fall 2014, including three annual contracts with companies that attended the forum. The value of the contracts represents more than a 3x return on Datavail’s sponsorship investment.

Notes Caputo, “The way Boardroom Events runs its events will make future forums, including the new CMO forum, successful for us and many other vendors. They make it so that we can concentrate on sales and relationship building—not the distracting details like electrical supply at the booth.”