



Information & Communication Technology

For more than 20 years MCI has had the pleasure of serving many global ICT companies. The ICT marketplace is in constant and rapid evolution. Having identified that the needs for this market were unique, MCI established the ICT Industry Practice. Our goal is to ultimately gain a deeper understanding of our clients' issues and how MCI could best support and deliver business solutions for these issues. In 2005 a best practices community was formed by a group of key MCI individuals to help identify and develop new event marketing solutions meeting these new ICT market challenges.

Today, the ICT Practice is our 2nd largest client sector!

While the heritage and reputation of MCI stems from event management delivery, our own evolution has permitted us to go beyond and provide added-value knowledge in the context of live communication and event marketing.

Lead generation at tradeshows

We understand that tradeshows are an important and valuable part of an ICT companies marketing mix across business units, market segments and countries. Effectively designed and executed tradeshows that are brand aligned provide valuable customer experiences that help accelerate the customer buying cycle. Industry research has shown that close to 70% of marketing budgets are invested in tradeshows. Parallely, it is perceived to have the highest return on investment in comparison to other marketing platforms such as road shows, conferences and sponsorships.

Improving effectiveness and motivating your channel partners

We understand that a significant portion of your revenues are generated via your channel partners. This important community is your extended sales and account management force, their ability to do a great job has a direct impact on your bottom-line results. Sales training, incentive campaigns and recognition events help produce maximum results.

Establishing and deepening relationships with your C-level clients

We understand that fostering and developing relationships with this highly influential target group is of the utmost strategical importance for your business. Creating a mix of a conducive business environment with strategic content and a sense of exclusiveness and sophistication can often be the key to success.

Building Community with your Technical User Groups

We understand that engaging with your technical users and special interest groups allows you to capture valuable and honest market feedback and experience exchanges. These acquired inputs can often help you improve your products, services and solutions. Building Community, on or off-line with your users can lead to enhanced loyalty and excellence.

If these types of topics are keeping you up at night, then engaging with MCI may bring you some new perspectives.

Why MCI

Clear understanding of ICT event marketing issues with a creative approach and quality delivery make us a professional partner.

