

## CASE STUDY

# Sharing defining moments

In an age of personalisation and interactivity, face-to-face communication is a powerful means to engage with your audiences' hearts and minds to influence behaviour, communicate effectively and leverage human capital and human connections.



## SAP WORLD TOUR FORUM INFORMATION TECHNOLOGY / MIDDLE EAST

### Challenge

#### **Product and Brand Awareness**

After several years of developing a regional partner and customer ecosystem, SAP saw the 2009 Forum as an opportunity to showcase its latest, most innovative business solutions, thereby raising product and brand awareness and maximizing stakeholder engagement across the Middle East.

With more than 1,400 participants over three days, the SAP World Tour Forum built stronger, more lasting business relationships across a wide spectrum of target audiences. A series of onsite networking opportunities produced high levels of engagement and exceeded the company's lead generation targets.

#### **Lasting Results**

"It has been a splendid pleasure working with you and your 'dream team' over the past few months," said Amalia Vazeou, Marketing Director. "We received excellent feedback from our own executives, and from the local user groups, partners, and customers who we wanted to reach and engage through this event."

### MCI's solution

MCI offered SAP a full package solution, from pre-event management to onsite delivery. To ensure consistent quality throughout the entire management of the event, MCI worked with the client in complete lockstep from start to finish, thus ensuring that SAP's world forum would be as successful as previous ones.

### Why MCI?

As part of an on-going effort to extend its global business network to the Middle East region, SAP engaged MCI to organize the SAP Forum in Dubai as part of its 2009 World Tour series. This prestigious regional meeting brought SAP partners together with analysts, software specialists, and current and prospective customers to experience the company's cutting-edge technology and learn more about its commitment to the region.

