

Grow globally through outstanding brand experiences



MCI helped Schneider Electric to grow global brand awareness through a successful first-of-its-kind global programme. Over 21,000 delegates attended the series, a 17% increase on the client's original target, with an incredible 80% of attendees identified as potential new acquisitions. Results exceeded all expectations and enabled the client to generate leads and win new customers in each region. MCI also streamlined original budgets to generate savings of 20%, further enhancing the programme's outstanding return on investment.

Winning New Clients across Four Key Regions

The Challenge

Schneider Electric's business objective was to increase global brand awareness and achieve a higher penetration across its key regions.

Working towards this target, the international energy management specialist decided to host a first-of-its-kind global event programme in 8 major cities across 4 key regions.

The company's main challenges for the programme were clear:

- **Communicating consistent key messages** on energy and sustainability challenges **across very different cultures.**
- **Delivering consistent global branding & standardising operations** in 8 cities across 4 unique regions.
- **Tailoring each event to the local market** to effectively connect with local customers and prospects.
- **Integrating sustainable solutions** throughout the programme to position itself as an innovator in the CSR arena.
- **Reaching ambitious delegate numbers to ensure a meaningful return on investment (ROI).**

Looking to our extensive experience management expertise and global network, Schneider Electric engaged MCI as a strategic partner for the full management of the global series.

With just 15 weeks from concept to execution, the challenge was on for MCI to ensure that Schneider Electric's worldwide programme successfully addressed these issues and presented the company as the ultimate unified worldwide solution provider.



Solutions

Using our unique combination of brand enhancement, experience management and content and communication services and solutions, MCI helped Schneider Electric create an innovative global event programme across the following cities in Brazil, China, Colombia, Russia and the US: **Beijing, Moscow, Washington D.C, Bogota, Sao Paolo, Dallas, Souzhou and Shenzhen.**

With an international hub team and regional and local event teams in place, MCI effectively leveraged our global expertise and local connections to ensure seamless delivery across the full series and an appropriate 'glocal' feel for each event.

Lasting Results

- Results exceeded all expectations, with **21,000 delegates** attending the event series, **an increase of 17%** from the client's original target of 18,000.
- **An incredible 80% of delegates were new acquisitions**, demonstrating real success towards the client's goal of growing globally and enabling the client to generate leads and win new customers in each key region.
- **MCI streamlined original budgets to generate savings of 20%**, further enhancing the programme's outstanding return on investment.

To find out more about how MCI can help your brand grow globally, please contact: Andreas.Laube@mci-group.com

About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings, events, association and congress industries.

Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps organisations to enhance performance, grow globally, energise communities and drive business results.

An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 56 cities and 29 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

Find out more at www.mci-group.com.

"Without MCI's expertise, commitment and global positioning, a successful implementation of a project of this size would not have been possible. We surpassed most of our targets, and MCI played an important role in achieving these results."

Christian Gansen

Event Manager Global Operations, Schneider Electric



For more information on this project, please contact: Andreas.Laube@mci-group.com

Combining our global expertise & local connections