

How can we produce and institute a multi-city seminar program to support our initiative?

How can we to simplify the complexity of the Microsoft Exchange 5.5 to 2000 migration?



We have to find a way to offer support to field sales for each step along the way.

I just don't have the cycles to manage this program.

Weston Communications Case Study: Compaq: 10 Steps to Exchange 2000

A complete seminar in a box.
A shipping-friendly metal box housed everything a speaker would need to conduct a regional seminar. Speaker's notes, videos, even leave-behinds are pre-packaged. Shipping was arranged to precede the presenter's arrival at each city, along with participant materials.



The cornerstone of this seminar is a colorful, user-friendly step-by-step informational card series. Each phase of deployment is condensed into ten manageable segments, one per card. Individual cards contain information explaining what steps you can take today to begin the process.

No detail is overlooked. Even the leave-behind premium items carry a direct correlation to the step-by-step overall theme.

Industry Category:

Information Technologies, Enterprise-level Computing

Client:

Compaq Computer Corporation

Problem:

Motivate customers to undertake a complex Information System Migration, perceived as a lengthy, confusing and disruptive process. Provide Compaq regional field sales with a complete, self-contained toolkit for planning and presenting customer migration seminars.

Solution:

Position a potentially complex change as an organized and sequenced series of ten steps, lowering the intimidation factor for and the installed base.

In enterprise-level computing, migration is a four-letter word. It implies sweeping changes to information support systems, with new equipment, new software deployment and training. Information-based businesses often delay necessary upgrades and changes, as IS downtime can have severe bottom-line implications.

Targets for the "Ten Steps" program were attendees to a Microsoft/Compaq trade show presentation on Microsoft Exchange 2000 Server Deployment. In response to requests for more information, we developed a stack of cards that introduced the *ten steps* concept, literally breaking the process down into a series of "bite-size" tasks. The cards included web site addresses and service offerings to help with each stage, and provided immediately actionable responses.

The step-by-step idea was consistently reinforced in all the materials. To bring home the company's commitment to simplifying the process, we created a "Seminar in a Box" to help Compaq field representatives plan and execute informational seminars. We helped develop seminars for 30 cities in the U.S. and Canada, with virtually all of the advance work and seminar content contained in the "Box." By developing everything from invitations to follow-up mailers to attendees, we took over much of the legwork that keeps salespeople from making a commitment to this type of informational marketing. In fact, Weston even coordinated the event management for hotel accommodations, food service and logistics. Registration was handled online, all events were oversubscribed, and with cancellation rates that usually exceed 20%, we streamlined the process end-to-end with negligible no-show numbers.

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