



## Delegate Acquisition Case Study

*Client: A leading software company*

**Objectives:**

To obtain 5-10 delegates for an event

*Job remits to include:*

Tend to be Strategic or financially focused and often at a corporate level.  
Sample titles include Strategy Manager, CFO, CEO, Company Secretary.

*Industry sectors to include:*

Open to all industries but not Public Sector.

**Result:**

We obtained their required 10 delegates with 100% attendance rate.

*Delegates included companies such as:*

Anglian Water Group • Shire Pharmaceuticals • Chubb Insurance • Hempsons •  
Lloyds TSB Commercial • Woolworths Plc

*Job titles included:*

Director of Distribution • Vice President • CEO • Group Financial Controller • Senior  
VP of Corporate Finance • Strategic Project Manager