

A wide-angle photograph of a large, modern exhibition hall. The ceiling is high with visible lighting rigs and circular lights. A large, curved banner hangs from the ceiling with the text "Campus Arena". In the background, there are various exhibition booths with people interacting. The overall atmosphere is professional and high-tech.

CISCO LIVE CAMPUS STRATEGY LAB



This is the story of how Impact Point helped stakeholders come together in a facilitated, 1-day strategic planning session to re-invent a product showcase in one of the largest tech expos in the world.

CLIENT BACKGROUND

The Cisco Live team needed a new approach for engaging key stakeholders in the development process for the Cisco Campus, the primary Cisco exhibit presence at the annual Cisco Live conference. They needed to gain buy-in on top priorities early and include their input into the ideation and design process. Impact Point designed a customized 1-day Strategy Lab to create a neutral, inclusive environment for key stakeholders to collaborate and think about what's possible without constraints. With all key stakeholders represented, the priorities went from "I need" to "we could." By the end of the day, a new framework was developed for 5 interconnected stories. Clear milestones and action items engaged each stakeholder to commit to move the ideas forward.

CLIENT GOALS

The Cisco Event Team's primary goal was to show up from a customer lens versus how Cisco was organized. Customers did not want to search through all available options, they wanted everything in one place.

- Become connected. The mind share exercise generates a fresh approach to Cisco showcasing. Interconnected stories, rather than individual demos, become the focal point of the event
- Collaboration allows the group to work together in a cohesive manner. Disjointed product segments are a thing of the past. Group support facilitates a shared storytelling experience to garner respect and teamwork.
- Break down any barriers holding the team back from creating the best showcase customers have seen at

AUGUST 31, 2018 | LEAH FISCHER

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THE JOURNEY

- **ALIGN:** Identified client challenges through stakeholder interviews and set session objectives in alignment with desired outcomes.
- **DESIGN:** Crafted a relevant agenda with content modules specifically designed for productivity and desired outcomes.
- **ENGAGE:** Created an open collaborative environment for in-person and virtual attendees with exercises and activities to keep them engaged.
- **EVOLVE:** Crystalized consensus on top priorities and forged a path for a new approach.
- **EVALUATE:** Gaged productivity of session and provided direction with specific steps assigned to champions to carry ideas forward.

SUCSESSES

- The campus ranked as the 4.4 overall experience score and increase of 13% year-over-year.
- The creation of the new Cisco Showcase was featured as an internal case study across Cisco
- “Here is our unicorn, one Cisco storyline.”
 - Laura Simmons
- “The layout was better than ever. I really liked how it was organized with a customer lens, in the same way I would purchase an end-to-end solution.”
 - Cisco Customer and CiscoLive! 2018 Attendee



Above: How participants described the experience with one word at the end of the session