



## EXECUTIVE SYMPOSIUM AT CISCO LIVE 2008 TO NOW



This is the story of how Impact Point created an event-with-an-event and evolved the Executive Symposium program to remain a key feature in Cisco Live! US and have kept attendees engaged with trending content 8 years later.

### CLIENT BACKGROUND

Impact Point developed and launched the original event concept and has managed the overall event strategy, program design, content and speakers for the past decade. The event is produced and executed in collaboration with the Cisco Live events team and their production and logistics supplier partners.

Executive Symposium is a highly rated C-Level event with a unique format, co-located with Cisco Live, Cisco Systems Inc. largest annual gathering of over 25,000 customers, partners, media and analysts. Executive Symposium is a premiere community for business-focused technology leaders to collaborate with peers from diverse industries. The forum provides an ideal platform for participants to connect with Cisco and peer executives around the technology solutions and imperatives at the intersection of today's rapidly changing global economy. Attendees gain insights on trends and opportunities from world-renowned business leaders and strategists, peer-to-peer interaction and conversation focused on what matters to them. Content focuses on developing new strategies for addressing current challenges and anticipating future trends, honing leadership skills paramount to leading a 21st century organization and understanding how to get more out of their Cisco investments today while building for tomorrow.





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### CLIENT GOALS

Impact Point conceived the Executive Symposium program in 2008 to create a community at Cisco Live for the most senior IT executives in Cisco's high-value, mid-market accounts. This event also was designed to target a key customer segment not currently being served by Cisco's C-level event portfolio. Now, 8-years later, the event-within-event model has proven extremely successful and is a model for attracting new audiences to Cisco Live.

### THE JOURNEY

The key pillars of our event strategy for this program include:

1. Co-locating the event with Cisco Live allowing the event team to produce it at 50% of the cost of Cisco's other C-level events
2. Provocative, thought leadership-driven agenda, no Cisco sales content is permitted, which increases Cisco loyalty and credibility.
3. High-touch audience acquisition strategy that ensures a pure CIO audience for maximum peer-to-peer value

Other tactics include:

- Exclusive 1:1 meetings with speakers
- A field trip or offsite expedition to see "real-life" case study
- An exclusive, candid, informal session with Cisco's CEO to foster transparency and honesty.

We strive to create an environment which personifies Cisco's brand by transforming the meeting space into an insular brand experience. We create spaces for intimate group spaces for deep-dive discussions and gives the attendees access to executives and high-caliber speakers.





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### SUCCESSES

Today, the Executive Symposium targets Chief Information Officers (CIOs) from companies with \$500M-\$5B in annual revenue through an invite-only attendee acquisition process that ensures a high-caliber, pure C-level audience. Cisco sales representatives nominate customer CIOs through a custom-built nomination database. The event team extensively screens each nomination to ensure they meet the event criteria before each customer invitation is extended. This process ensures a high-caliber audience and improves the quality of peer interaction during the event. Executive Symposium brings these attendees together for valuable conversations, amplifies Cisco's vision and thought leadership and strengthens Cisco's relationships with top customers. This is shown through these survey results:

- 90% valued the interaction with peer CIOs across different industries
- 95% agree that Cisco is a thought leader in technology trends
- 90% agree Cisco helps their organization increase productivity
- 93% of C-level attendees rated the overall experience as above average or excellent
- 35% average attendee return rate year over year
- The program comes in at 50% cost savings over typical CIO program costs

### OUR IMPACT

- "Best event I attend all year"
- "Very provocative conversation on technology trends, big data and talent management. Cisco's innovative approach to your people strategy is evolving to a model I want to pilot in my organization."
- "Fantastic event, great networking and insight into Cisco's culture."
- "I look forward to the Executive Symposium as a means for inspiration in IT, leadership and innovation for my company. Great speakers and organized well."

