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we are Lean and Agile



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A COMMERCIAL PARTNERSHIP

Case Study



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Case Details

We are Lean and Agile are a market-leading software design organisation that provides specialised and tailored software that aims to improve processes and workflow. Having had numerous conversations with the We are Lean team we established a current focus to engage with a captive and relevant audience of public sector senior managers from across the UK.

The Aim

We are Lean and Agile had a marketing focus in place that included networking and engaging with public sector senior managers that overseas change and transformation within their organisations, the overriding target was to build their public sector sales pipeline and secure some new clients.

The Scope

In order to adhere to the client's specific needs, we first had to gain a full understanding of the services and solutions they provide, once this information was collected we then advised the client on the most relevant event in our schedule which in this case was our annual NHS Productivity Congress.

We provided an innovative and well-recognised line of guest speakers from across the sector to provide delegates with some interesting and politically correct insights, adjacent to this we ran a very successful delegate campaign for the event.

The Result

“In terms of events companies, there is a huge difference between events companies. Some are looking to sell the next event and sell it hard and some are looking to understand your business and get you to the right events to add value for your company and services and everything in between. Convenzis are definitely in the latter camp. The advice and guidance they gave us were pivotal in targeting the events with the right stakeholders.

So nice to not be sold at by a company using pre-scripted sales techniques. The pre-event communication was clear and timely, the team were flexible in terms of the deadlines for producing and sharing content and worked with us to understand our timelines for delivery. The event itself was fantastic. There was plenty of time for setting up prior to the event opening. The structure of the day itself was designed to give maximum value to delegates and sponsors. Looking at the schedule initially it seemed like the breaks were much longer than I have experienced elsewhere.

Talking to the team on the day this was designed based on user feedback and I have to say despite my initial scepticism it really worked. The sessions themselves were fantastic with real value to add content being delivered by industry experts. The food and drink were excellent and the team were on hand during the day to ensure everything went smoothly and any issues were solved immediately. All in all, I would really recommend these events to delegates and sponsors. Great value delivered by an excellent team”

Andy Sandford, We Are Lean and Agile