



Anderson Baillie Projects



Fully integrated marketing campaign leads to a hugely successful Live 2002

Ariba is the leader in the Enterprise Spend Management (ESM) market. Enterprise Spend Management is a new class of solutions that focus on delivering a closed loop of control and leverage over a company's spend, including assessing spending activities, conducting effective sourcing and capturing and reconciling spend enterprise-wide.

Previously ran as the Ariba B2B Forum's, LIVE 2002 London was rebranded in 2002 in line with the corporate LIVE programme of events running through-out the States and Europe. Anderson Baillie have project managed the Ariba conferences for the past 3 years, attracting a combined total of over 2000 high level delegates from multiple verticals.

The primary objective of LIVE 2002 London was to provide a platform to bring together both customers and prospects in a networking and educational capacity to showcase the successes of Enterprise Spend Management from the previous year. The measured success of the conference depended upon Anderson Baillie's ability to attract high-level delegates from targeted organisations and produce a professionally managed and executed event.

The format of the day assembled distinguished speakers in a morning plenary session followed by afternoon breakout tracks featuring topical presentations. Partners and suppliers had the opportunity to be part of a showcase area which encouraged the networking aspect of the day.

Anderson Baillie Projects were assigned the task of delivering and managing all the requirements for the conference including liaison with Ariba sponsoring partners and suppliers and developing a fully integrated marketing communications campaign to promote the event to senior purchasing managers.

The integrated communications campaign was devised to take prospective delegates through awareness, information gathering and reminder stages in order to secure delegate registrations.

Integrated Marketing Communications

Integration across all sales and marketing ensured Ariba maintained a consistent and concise message.

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Anderson Baillie created a strong campaign brand for LIVE 2002, the assets of which could be easily transferred onto all campaign components from direct mail and emails to the conference signage.

The promotional campaign was launched with direct mail to generate awareness and provide the initial information on speakers and content for the event. This was supported by a series of adverts placed in key purchasing publications. A sequential Emarketing campaign re-enforced the event awareness and communicated conference details and updates on a weekly basis in the final run up to the conference. Supporting the promotional campaign was an event microsite where prospective delegates could find the most up-to-date agenda and register to attend. The post event campaign analysis showed that the four eShots generated 27% of the overall event awareness, with 35% of delegates registering online. This joined-up campaign created a strong identity for the LIVE brand and sets a strong foundation to build upon for future LIVE events.

The post-event analysis proved that yet again the conference was a major success for Ariba and its partners with 20% of delegates being director level or above and 107 individual companies represented. Consistently high feedback scores were achieved from delegates with over 95% stating that they were likely to attend future conferences. 6 different analysts were represented including Gartner, Datamonitor, Frost & Sullivan, Forrester, eMetaprose and AMR, reinforcing Ariba's position as a thought-leader in this market.

Ariba's Marketing Director, John Watton commented on the success of the event:

"Given the turbulent market conditions for the second year running, it was satisfying to see such a positive turnout for LIVE 2002. Anderson Baillie have played a huge part in ensuring the continued success of these events and helping to build our reputation for delivering informative, enjoyable, well researched conferences."

Ariba Live 2002 delegate pack



Ariba Live 2002 emarketing



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