

Solve the Case

2015

Most of us are used to identifying a big, glaring problem and improving it. It's fairly straightforward to notice where someone missed a step, and fill in the gap. But how do you improve performance when it looks like everyone is doing a pretty good job?

Find your team and solve the case

Need an icebreaker for when you sit down to lunch at a table with nine strangers? The minutes between sessions when you pretend to be checking emails so as not to look like a hapless loner? Look no further! This is a game of collaboration, creativity, shrewd deduction, and yes, thinking big. Apply what you learn today to craft a truly transcendental, interactive marketing plan.

Read, re-read your case

- Do more than comprehend. Immerse yourself in their problem. Expound. Bear in mind that this is an imaginary company and we don't have time to test your results, so you'll be graded on your inventiveness as much as on your stratagem.
- Draw from your real world experiences to fill in the blanks. Perception is reality, even more in this game than it is in real life!
- Put your heads together. Your team will be as diverse and varied as a Marrakesh bazaar, so lean on each others' expertise.
- Implicate one of today's speakers! We brought in subject matter experts just for your enlightenment. Pick their brains. Ask for greater understanding with regards to their presentation. Apply their wisdom to help you win!
- Test it on a sponsor. Our event today is supported by real world practitioners of interactive marketing. Chances are, they have some insight about what works.

Ready, set, go!

Find your team and get cracking!

Case:

First to Market, Midlife Crisis

“It dawned on him gradually that he had entered middle-age without ever being young, and that he was, in the nicest possible way, “on the shelf.” - John Le Carré

Offering:

B-B enterprise software

Challenge:

- Legacy tech company with over 25 years in operation.
- Sales are declining and they are quickly losing market share to cloud-based competitors.
- Traditional sales and marketing tactics.
- Has never had a strategy or a marketing department.
- The executive counsel is primarily old school with a smattering of young, energetic talent.
- Current website is virtually indistinguishable from its 2004 iteration.
- Zero digital outreach.

Goals:

- Improve sales by 30%.
- Find new ways to reach current and potential customers.
- Help implement an agile culture that embraces change.

Listen to today's speakers and get some fresh insight. Fill in the gaps in your knowledge bank.

How do you restore an aging hero to his former glory?