

It's easy to spend a lot of money on marketing, such as with large exhibitions, and find you are talking to a lot of people but not necessarily the right people. Vinco's bespoke events have given us exactly the type of close engagement that we need with our specific target audience, therefore providing a very successful event with a great ROI.

Our approach to successfully closing business is speaking to and being in front of exactly the right people that make decisions on purchasing and implementing our products. These are C-level executives only, and it's no secret that decision makers of this calibre never go to events such as conferences, exhibitions, trade shows, seminars and alike. We have asked Vinco to organise a platform where our top sales and business development executives have an opportunity to be in front of 10-12 of our hottest prospects in an exclusive luxurious setting - that's how our first "Dinner In The Clouds" came about. This private dinner event was held at The Shard, one of London's most iconic venues, which corresponded perfectly to the message we try to get across - young, fresh, modern, cutting edge.

We provided Vinco with a wish list of specific executives and/or companies we wanted to see at this event, and Vinco have delivered just that: all attendees corresponded EXACTLY to our criteria - these were either specific people from our wish list, or executives that we've not yet researched, but who were an absolutely perfect target audience for us.

With this first "Dinner In The Clouds" being a success, we have since then commissioned Vinco to organise more of these dinners for us in London, and each of these events is an opportunity for us to meet the people we've been chasing for months or even years. Vinco provide us with regular updates during the attendee acquisition process so we can see how the event audience is shaping up - so there are no surprises when we get to the venue, and we have an opportunity to do some additional research on each of the attendees before meeting them face to face.

Our UK team hosts these dinners on a regular basis now, and Skyhigh teams responsible for other regions have used Vinco's Bespoke Events to successfully generate leads and business for their territories: our DACH office has had great events in Geneva and Zurich, our French office is just about to do their "Dinner In The Clouds" in Paris, and our USA team is seriously considering several US-based events for the coming financial year.

The bespoke events service from Vinco works so much better than any other "pre-packaged" or "pre-formatted" event: we know that we are in the driving seat, and we will get the result we are after, which is being in front of the decision makers we wish to meet. This series of events have delivered the highest ROI for the company. Therefore, we are happy to recommend Vinco's bespoke event service to any company interested in generating a solid ROI.



- Nigel Hawthorn, Head of EMEA Marketing, Skyhigh Networks.