

casestudy: The Corporate Expo

One of the world's biggest IT companies produces software for the Apple Macintosh platform. To sell their Mac OS products they require people that have world class marketing, customer facing, presentation and technical skills. This worldwide software and hardware developer utilises burninghelix for their Macintosh focused Expo and conference requirements throughout Europe.

The Requirements

- Company wide skill set including marketing, direct customer contact, presentation, training and technical skills.
- True cross platform integration capabilities.
- Public, business and educational presence.
- Software licensing knowledge.
- Knowledge of past Apple operating systems not just Mac OS 9.
- Knowledge of Apple's next generation operating system Mac OS X due to the developer's OS X compliant products.
- Close relationship with Apple Computer.
- Ability to offer/provide training for all levels of client including resellers, retailers and businesses.

The Expos, Conferences and Training

- Computer 2000 (Basingstoke)
- MacWarehouse 2000 (UK)
- London Mac User Group (UK)
- Press Events Summer 2000 (UK)
- Fusion 2000 (Glasgow)
- Dutch Press Event 2000 (Amsterdam)
- Swedish Press Event 2000 (Stockholm and Gothenburg)
- Apple Store 2000 (Cork, Ireland)
- Mac Expo 2000 (London)
- BETT 2001 (London)
- Press Events Summer 2001 (UK)
- Dutch Press Event 2001 (Amsterdam)
- Apple Store 2001 (Cork, Ireland)
- Mac Expo 2001 (London)
- European User Groups (London)
- PC World Business (Manchester)
- BETT 2002 (London)
- MacWarehouse 2002 (UK)

The Solution

burninghelix was able to handle all of this client's requirements.

- We have a company wide skill set including marketing, direct customer contact, presentation, training and technical skills. Enabling businesses to communicate directly with customers, on the internet, via an intranet, through a marketing campaign or simply getting your presence noticed at a public/business event.
- True cross platform integration capabilities for all our staff.
- Public, business and educational presence for our UK Limited, VAT Registered company.
- Software licensing knowledge and many relevant contacts.
- Knowledge of past Apple operating systems not just Mac OS 9. Everything from System 6.0 through to Mac OS X 10.1.2 (at the time of this Case Study).
- Knowledge of Apple's next generation operating system Mac OS X due to the developer's OS X compliant products. Using and supporting Apple's Mac OS X in workstation and server configurations/environments.
- Our long term close relationship with Apple Computer.
- Our ability to provide training for all levels of clients including resellers, retailers, businesses and the public at large. We have skills catering for everyone.

burninghelix has increased this clients unit sales, helped maintain sales momentum and have been a major factor in their marketing campaigns, press events, expos and exhibitions due to our customer facing skills, technical knowledge, cross platform integration skills, future orientated ideals and Apple Macintosh technology awareness.

How can burninghelix make things happen for you?

T +44 (0)207 514 9928

E info@burninghelix.com

www.burninghelix.com