



CSG was asked to “just make it work” and we took it to heart. Within seven business days of our first event date, CSG was able to build a database of potential attendees based on business type, use our tele and email teams to invite them to this exclusive, invite only event, secure catering and venue arrangements, place reminder calls a day prior to the event, as well as have a representative on-site to handle all day of coordination, payments, as well as provide giveaway items for the attendees. CSG was able to handle all the logistics, allowing clients to focus on customers, partners and building successful relationships.

Client: Amazon Web Services

Need

Conduct 10+ series of nationwide in person events to meet scorecard targets.

Solution

Strategic recruitment and execution

Budget

90k

Duration

Four months

Goal

Drive awareness and net new partner recruit.

Result

Filled rooms, successful presentations that lead to net new channel development.