

CASE STUDY

CEC Marketing's Full Service Events Package for the LTIMindtree x Databricks Collaboration

Roundtable & Dinner Event: Maximise Efficiency with Data & Gen-AI
March 2024**Introduction**

LTIMindtree partnered with CEC Marketing for a comprehensive events package, covering venue sourcing, logistics, management, and audience acquisition. The goal was to create an immersive event aimed at attracting decision-makers interested in the AI innovations resulting from the LTIMindtree and Databricks collaboration. By combining audience acquisition with event organisation into a single service, CEC leveraged its demand generation expertise to deliver significant business outcomes for LTIMindtree.

Challenges Faced

LTIMindtree faced the common challenge of generating high-quality leads for their event, but wanted a streamlined approach that minimised all-around effort on their behalf. They needed a strategic approach to attract decision-makers and convert engagement into tangible business opportunities.

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions firm. They offer a wide range of services, including digital transformation, cloud computing, artificial intelligence, and cybersecurity. As a subsidiary of Larsen & Toubro, one of India's largest conglomerates, LTIMindtree benefits from a strong financial foundation and a global reach.

**CEC's Solution**

CEC Marketing began by leveraging their extensive knowledge of venue selection to match the target audience to the perfect setting at an historic wine tasting venue, the Paardenburg Brasserie in Amsterdam. Following this, CEC implemented a unique blend of demand generation tactics involving a combination of digital and phone-based qualification to ensure the highest calibre audience were attending to help LTIMindtree maximise their investment. Once the audience had been qualified and logistics arranged, CEC sent a small team on the day of the event to set up and assist the LTIMindtree.

Event Metrics

Target: 10 Companies

Registered: 35 Companies

Attended: 22 Companies

Investment: £16500

With attending delegates, such as:



Head of Data &
Analytics



Head of Advanced
Analytics

PHILIPS

Head of Data
Security



Data Governance
EMEA

Topic of Event: Maximise Efficiency with Data & GenAI

Testimonial



CEC's full-service approach was a great help, seamlessly combining audience acquisition and event logistics for a smooth, hands-off experience. They really understood our needs and worked hard to deliver, ultimately providing strong ROI. Thanks, team!

Raj Mehta

Head of Marketing Europe & Africa, LTIMindtree



Future Outlook

Following this event, LTIMindtree is considering replicating this hands-off approach in different regions (UK&I and South Africa). This partnership aims to focus on long-term growth and sustained engagement with potential clients.

Interested in Achieving Similar Results?

Contact CEC Marketing for a consultation and discover how we can help you drive significant business outcomes through strategic demand generation.