

BASF

Process Industry Seminar Series



The BASF Process Industry Forum – Capability through Experience

BASF IT Services, a BASF Group company, is among the leading IT service providers for the Process Industry. It has more than 2,300 employees and recorded an annual turnover of €450 million in 2002. The company's key strengths are the provision of successful IT solutions for the Process Industry, managed infrastructure services and business process outsourcing. This expertise is based on years of experience in providing solutions to the world's leading chemical company, BASF.

The purpose of the seminar series, which are now running throughout BASF IT Services' North Western Europe business region, was to demonstrate how the implementation of BASF IT Services' enhanced and fully integrated SAP functionality can solve the key industry issues centred around the disconnect that exists in process plants.

Integrated Campaign – DM, EDM, Event Organisation

Anderson Baillie plan, manage and execute a successful seminar series for BASF IT Services.

For a full overview of our KAP programme visit www.andersonbaillie.com/kap

Having managed to successfully launch BASF IT Services into the European Process Industry market space, Anderson Baillie were tasked with managing all the requirements, from end-to-end, to enable BASF IT Services to host the Process Industry's key seminar series.

The format for the seminars focussed around 3 key areas – Engineering and Maintenance, Production and Environment, Health and Safety. These sessions were planned and run on consecutive days and brought together some of the industry's distinguished leaders, experts and innovative solution providers.

The requirement was for a professional management team, able to manage a multiple seminar series aimed at differing target audiences. Anderson Baillie Projects were assigned the task of organising, managing and delivering all the requirements for the seminar series, including the creation of lead generation collateral, liaison with BASF IT Services' business and media partners, registration tracking and reporting and onsite management.

Anderson Baillie developed and delivered a fully integrated marketing communications campaign to promote the seminar series to the senior level target audience. Campaign collateral included a personalised invitation, reminder emails, telemarketing follow up, online registration area including up-to-the minute agenda details and on-the-day delegate material.

In total, 126 delegates attended, achieving 72% of the projected target attendance. Of the delegates who provided feedback, all stated that they felt the series was worthwhile and of value to them and 98% agreed that they would recommend the series to a colleague.

Some of the comments from delegates who attended the event were as follows;

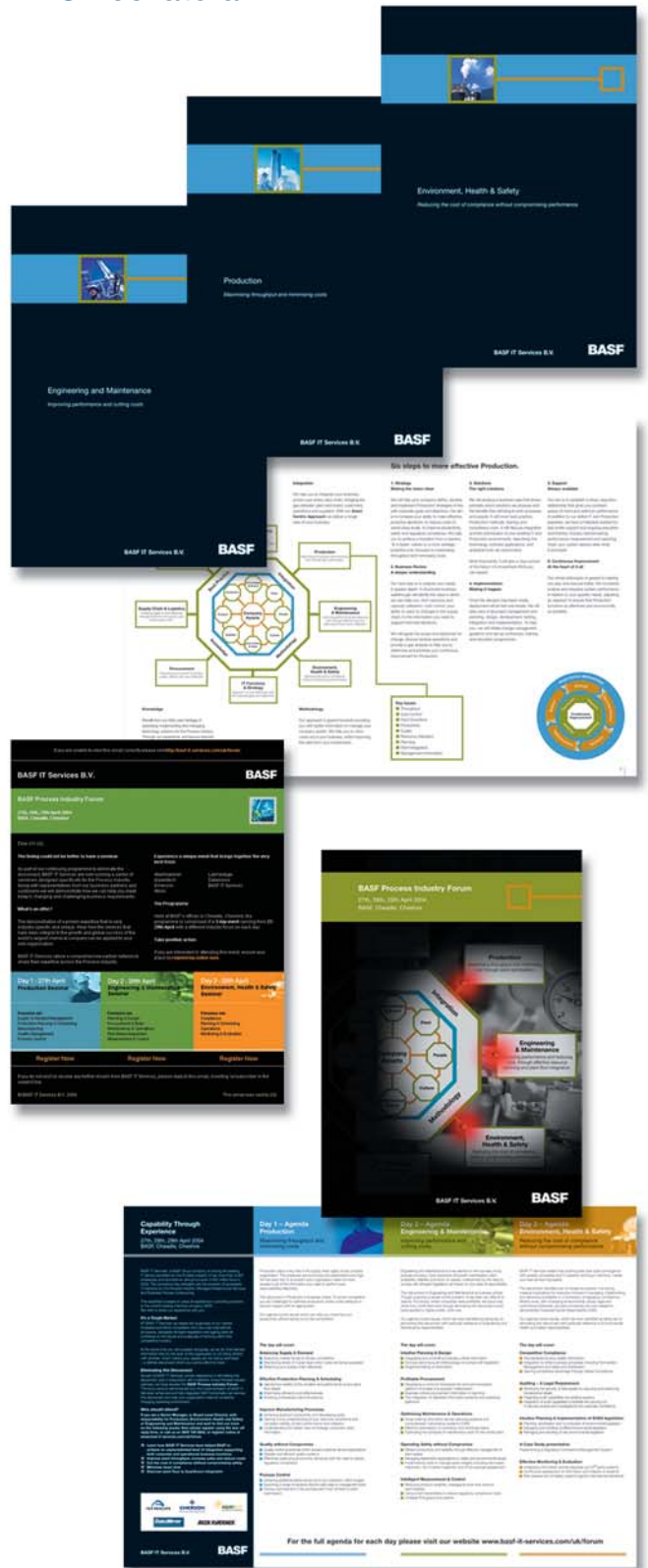
“Good coverage of what I wanted from the seminar including good practical examples from an industry perspective”.

“The seminar was of great value, providing in depth coverage of key subjects”.

On the success of the event, Steve Wood, Marketing Manager for BASF IT Services said;

“The success of the event was founded on Anderson Baillie recognising and satisfying our core objectives. Through the good work done at the lead generation level we achieved 72% of our target attendance rates and have had some great feedback from the senior level delegates who attended. Anderson Baillie provided us with an exceptionally managed and executed event”.

BASF collateral



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MARKETING

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