

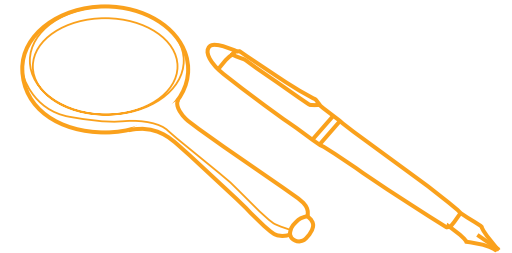
# Promoting IT Events, case study

Client:



Campaign:

## Citrix iForum

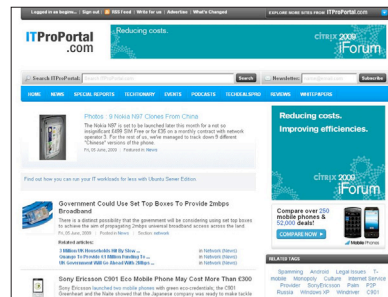


Agency:



### Objective:

To create awareness and drive registrations towards Citrix's annual iForum Event.



### Net Communities Sites:

A tailored solution across multiple touch points including graphical ads, direct html emails, newsletter sponsorships, text links and editorial coverage.

Net Communities have been successfully working with Outsourced Events to promote this event over the last 3 years.

### Testimonial:

"In 2009, we are again working with Net Communities as a preferred supplier for promoting the upcoming Citrix iForum event. This is after 2 years of successful co-operation for both the 2007 & 2008 events. NC have been extremely successful in driving registrations from the correct target audience (IT Decision Makers), as well as increasing awareness in the event itself. Their customer service is commendable, and the account manager is knowledgeable in the subject field and a pleasure to work with."

**Tara George, Campaign Manager,  
Outsourced Events.**

