

Healthy returns for Oracle

"ITTS ALWAYS DELIVERS. THEY TAKE A PROFESSIONAL APPROACH AND ARE FLEXIBLE TO OUR REQUIREMENTS"

FFION JONES, UK PUBLIC SECTOR PROGRAMME MANAGER

The Company

Oracle Corporation is the world's leading supplier of software for Information Management. One of Oracle's key markets globally and particularly in the UK, is the Healthcare sector. Oracle's strategy is to work closely with Healthcare providers and independent software vendors to develop a complete and integrated Healthcare solution.



The Challenge

Healthcare Computing is Europe's largest healthcare informatics event. The 2003 event was held over three days at the Harrogate International Conference Centre and attended by more than 1000 conference delegates. As an exhibitor Oracle's objectives were to create a high profile at the event and demonstrate its commitment to the Healthcare sector. Its plan was to host a number of activities from their stand that included presentations, customer meetings, partner meetings and a customer appreciation party.

Recognising the significant financial and human investment required at an event of this stature the Oracle Healthcare team wanted to ensure that it met its objectives and demonstrated a healthy return on its investment. Therefore to gain maximum leverage Oracle engaged ITTS to contact potential attendees promoting the event and to gain their commitment to attend by registering them for activities Oracle was running.

The Outcome

The event was a great success for Oracle. The Oracle executives attending the show had full schedules with pre-arranged customer and partner meetings and every presentation well attended. The stand was a constant hive of activity with the customer appreciation party, held at a nearby hotel, far exceeding expectations. The Oracle personnel were delighted with the response they received and as a direct result of the event Oracle is engaged in a number of opportunities with partners.

Why ITTS?

ITTS managed all aspects of delegate recruitment, registration and meeting co-ordination. The Oracle team were fully apprised of progress during the campaign and the responses and associated information was fed back to Oracle in line with its internal processes and procedures.

"We have the utmost confidence in ITTS's ability to handle whatever we throw at them. We can outsource critical tasks to ITTS in the knowledge that they will represent Oracle professionally at all times."



telemarketing

IT Telemarketing Services Ltd
Earle House, Atlantic Street, Broadheath,
Altrincham WA14 5DD
Telephone +44 (0)161 607 8888
Facsimile +44 (0)161 607 8889
www.itts.uk.com
email: info@itts.uk.com

www.itts.uk.com