

Cisco Powered Marketing Summit

Groove 11 has produced every aspect of the Cisco Powered Marketing Summit since 2004, with an average attendance of 800 people per year. This includes service providers who partner with Cisco to deliver managed services. Groove's campaign enables them to develop engagement strategies for Cisco's managed services that fit within their business models.

It all begins with the event invitation and email updates, then continues through venue signage and set design, as well as the opening presentation itself. With full integration of the concept from pre-launch through post-launch, Groove transforms the Summit into an ongoing campaign, delivering value that resonates with attendees long after the closing session. Summit attendance increased 25% over the previous year.

