



Cisco Expo
2008

Cisco Expo 2008

Kiev

June 10th-11th



**Enable Your Network
Empower Your Business**

Cisco Expo 2008 Objectives

Business Audience	Technical Audience	Partners Audience	Press/Analysts
Thought-Leadership Awareness/Consideration	Preference/Loyalty Education Lead Generation	Loyalty Education	Loyalty Thought Leadership News
<ul style="list-style-type: none">▪ Position Cisco Expos as industry leading events▪ Gain customer/partner/press preference and loyalty through creating peer community and networking environment at Cisco Expos			

Cisco Expo Highlights



Agenda

- Welcome speech by Oleg Bodnar
- Key note presentation: Fast Forward into the Future
- 2007 Best Projects Awards (8 winners)
- Key note by Delta Bank on strategic place of IT in business
- 6 tracks (51 technology sessions, 9 business sessions and NetAcad instructor sessions)
- Extended press agenda
- 4 informal technology discussions
- Exhibition area: Panduit, Kyivstar, TrendMicro, TechnoServ, SIS, MKS, IronPort, Eaton, S&T Soft Tronik, ZOOM, USS, APC, Systimax, Lanit IvCom, Cisco Entrepreneur Institute, NetAcads, Brand Protection.
- Cisco Challenge competition and NetFlow labs
- Lottery, customer reception, VIP reception

Partners

Золотой спонсор



Серебряный спонсор



Спонсоры



Медиапартнеры



Objective Alignment



Cisco Expo Objectives

Cisco Objectives:

- Position Cisco Expos as industry leading events
 - Gain customer/partner/press preference and loyalty through creating peer community and networking environment at Cisco Expos
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Top 3 Attendee Objectives

1. To find out more about new Cisco Products & Technology Solutions
 2. To network with peers
 3. To see new ideas and innovation in action
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Cisco Expo Alignment with Attendee Objectives (on a scale from 1 to 5)

Cisco Expo met my objectives for attending	4,3
The event is relevant for my industry and country	4,6
Networking opportunities at Cisco Expo	4,5

Audience



Cisco Expo Audience

Number of attendees: 1815

Press: 54

VIP reception guests: 80

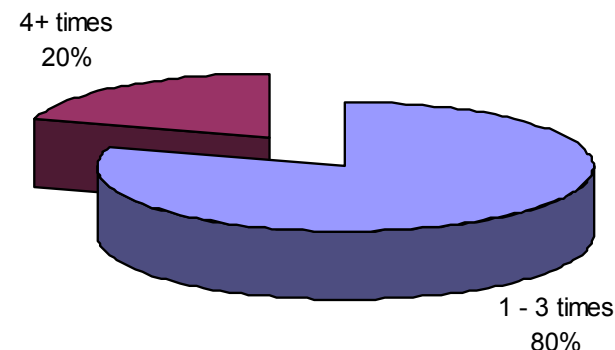
Cisco staff: 95

Sponsors: 23

Media Sponsors: 13

Demo Booths: 18

How many times participant attended Cisco Expo before

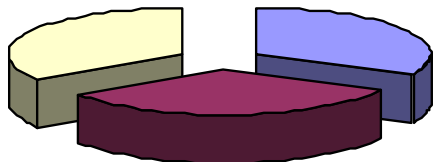


Cisco Expo attendance growth

Year	2004	2006	2007	2008
Number of Cisco Expo attendees	636	958	1415	1815
Growth		51%	48%	28%

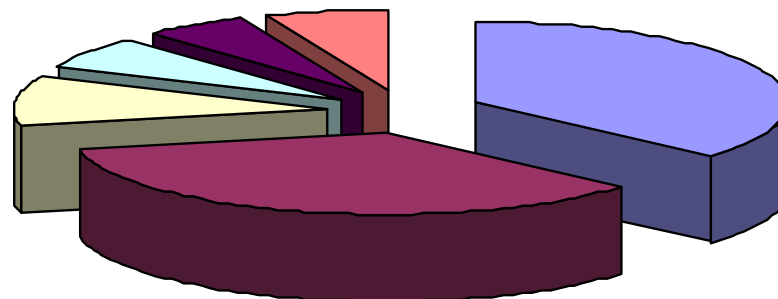
Participants

Position

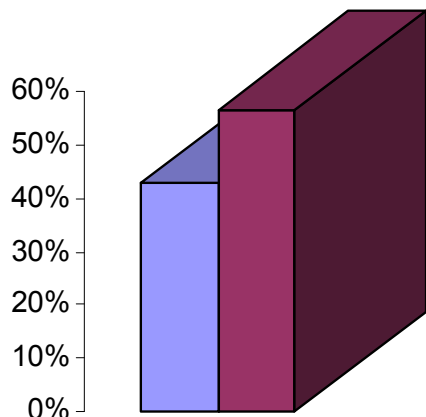


- 32% Business Decision Makers
- 34% Technical Decision Makers
- 34% Non Decision Making Staff

Relationship to Cisco



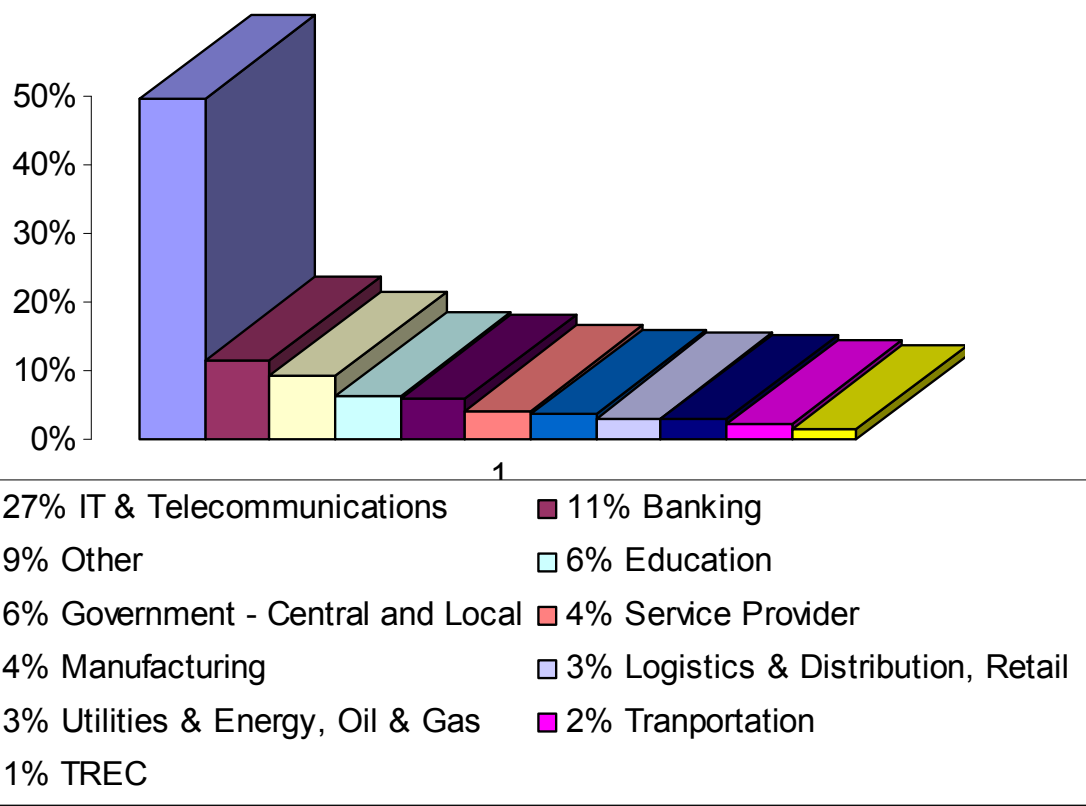
- 36% End User
- 35% Partner
- 10% Other
- 7% None
- 5% ISP/SP/ASP
- 6% Networking Academy & Training Partner



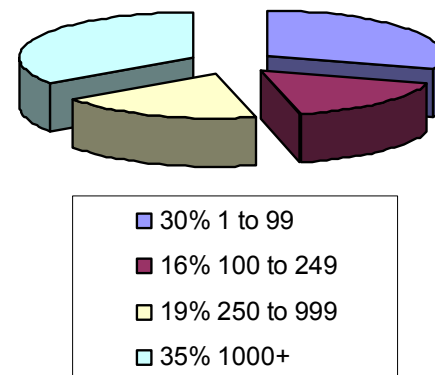
- 43% Business staff
- 57% Technical staff

Company profile

Verticals



Company size (number of employees)



Content



Content Satisfaction

Customer attend again score	4,5
Overall customer satisfaction score	4,5
Overall content score	4,4
Average key note score	3,8
Overall Cisco speaker satisfaction	4,6
Average exhibition area score	4,2
Interactivity score	4,4

Brand Impact



PR Results

- Nearly 800 reports in RCIS press (150 in Ukraine)
- Cisco Expo attended by 52 journalists from Ukraine and Belarus
- Cisco Expo is positioned as industry leading event
- Special press agenda: Q&A session with Cisco executives, exhibition press tour, UC round table, digital cities round table, 4 exclusive interviews



Cisco Expo Web Campaign

URL	Impressions	Reach	Frequency	Clicks	CTR, %	Unique clicks	CTRU, %
delo.ua	265 347	126 793	2,09	173	0,07%	170	0,13%
podrobnosti.ua	129 693	55 574	2,33	286	0,22%	283	0,51%
finance.ua	524 000	86 505	6,06	169	0,03%	163	0,19%
itua.info	96 781	51 854	1,87	146	0,15%	143	0,28%
itnews.com.ua	75 563	50 363	1,5	153	0,20%	149	0,30%
proit.com.ua	62 075	22 919	2,71	98	0,16%	95	0,41%
ht.ua	49 402	25 347	1,95	116	0,23%	112	0,44%
itware.com.ua	45 169	26 618	1,7	90	0,20%	89	0,33%
korrespondent.net	119 590	61 555	1,94	268	0,22%	267	0,43%
itc.ua	219 264	126 317	1,74	296	0,13%	294	0,23%
ko.itc.ua	69 024	43 603	1,58	139	0,20%	136	0,31%
Total:	1 655 908	598 344	2,77	1 934	0,12%	1 877	0,31%

URL	Impressions	Visitors	CTR, %
Yandex.ru	165876	354	0,21%
Google.com	106850	1735	1,62%
Meta.ua	6037	208	3,45%
Total	278763	2297	1,76%

Event logistics and organization



Cisco Expo satisfaction data

- Overall event logistics and organization 4,6
- Registration process 4,8
- Venue 4,5
- Quality and availability of food and drinks 4,3

- Cisco Expo overall (customers) 4,5
- Cisco Expo overall (sponsors) 4,4



CISCO