



VISIONING



SOLVING



RELATING



RESOURCING

DIGITAL MARKETING CONFERENCE SAVES COX \$250K

CHALLENGE

Sr. Management at Cox Enterprises (CEI) was focused on breaking down silos across divisions and stimulating cross-divisional collaboration. Job descriptions for Marketing Managers were beginning to look more and more like IT Managers. Cox Corporate Marketing hosted cross-divisional marketing seminars in the past to facilitate collaboration across the enterprise with marginal success. We needed to bring marketing teams together around a common challenge and share best practices and tribal knowledge to encourage new thinking and drive revenue.

ACTIONS

- Presented idea for a digital marketing conference to VP of Marketing.
- Suggested re-allocating dollars for several small seminars to focus on a large seminar with a digital theme.
- Led team of marketing managers in developing agenda and securing speakers for event focused on digital marketing best practices and case studies.
- Managed marketing team in the development of an internal communications plan to promote event and drive attendance.

RESULTS

- 170+ CEI employees attended the session including General Managers, Marketing VPs, Marketing Directors, Sales Directors and Marketing Managers. Typical digital marketing conferences of this caliber (like AdTech) cost approximately \$1,500 per attendee. The cost to send 170 employees to a conference of this caliber would be \$255,000.
- Quotes from attendees included the following:
 - **“Valuable content. We are lucky to work for a company that provides this to us.”**
 - **“All speakers were excellent with good, practical information.”**
 - **“Well put together – great flow, tons of takeaways and practical shop tools. Thanks!”**
 - **“Usually you take away a valuable nugget or two from these things, I took away boulders.”**
- Speakers from other Fortune 500 companies such as The Coca Cola Company and Intercontinental Hotels loved the internal event and approached Cox Corporate Marketing about partnering on future events and hosting it at a venue that could accommodate a much larger audience from other companies.