



## To develop awareness of Compaq OEM capabilities within major European customer accounts.

*The Client: Compaq Computer Corporation OEM Business Group is a leading supplier of high-performance technical computing components, sub-assemblies and complete solutions.*

*The Brief: Create a complete event that would interest and inform senior management from 20 selected customers and prospects on issues highly relevant to their production and product development.*

*The VERSIO Solution: Create a Management Forum, utilising specially commissioned consultancy reports to nominate and address technology concerns. In this way, Compaq OEM would be seen as uniquely aware of these issues, and, by inference, as solution-providers.*

*VERSIO researched and appointed appropriate technology consultancies, preparing a brief outline on the target issues: "Make, Collaborate or Buy", "Cost of Product Life-Cycle" and "Technology Futures".*

*A non-partisan venue in Madrid was selected against a comprehensive list of requirements, including accessibility, facilities and social and cultural opportunities. To create a complete event environment, VERSIO designed and produced all graphics, collateral and product stands, including an OEM Executive Forum logo; handled all hospitality logistics and provided key on-site technical and AV support.*

*In addition, VERSIO organised the transportation and construction of a FormulaOne simulator car, with technology developed by Compaq – a unique ice-breaker for delegates arriving for the inaugural reception!*

*VERSIO also provided a memorable and captivating second evening of classical music and dinner at one of the most luxuriously appointed locations in the chosen city. When they retired to their rooms, delegates were delighted to discover a specially branded CD of the music as a souvenir of the event.*

*The comments received from both the delegates and speakers at the end of this highly successful forum proved that VERSIO's meticulous event management skills had surpassed our client's brief and expectations – but more importantly – not their budget.*