

## About Lexmark

Lexmark International, Inc. is a leading developer, manufacturer and supplier of printing solutions for offices and homes in more than 150 countries. Since the company was launched in 1991, Lexmark International's commitment to innovation, ownership of technology and unique path to market have been the ingredients of operational and financial success. The corporation and its products have received nearly 2,000 awards and industry accolades around the world.

## The Challenge

Each year Lexmark Australia/New Zealand stages a product launch road show for its Consumer and Small Business channel resellers. In 2004 Lexmark aimed to expand the road show to more cities than previous years. The events were planned in major cities across Australia and New Zealand over about 8 weeks.

In previous years the process of inviting attendees and receiving RSVP's for each event has been a very arduous task, with the process being largely performed manually over the phone or by fax. Lexmark was looking for a more streamlined, resource effective solution that was able to release some valuable internal marketing resources to focus on the event planning and execution rather than the invite and RSVP process.

## The Solution

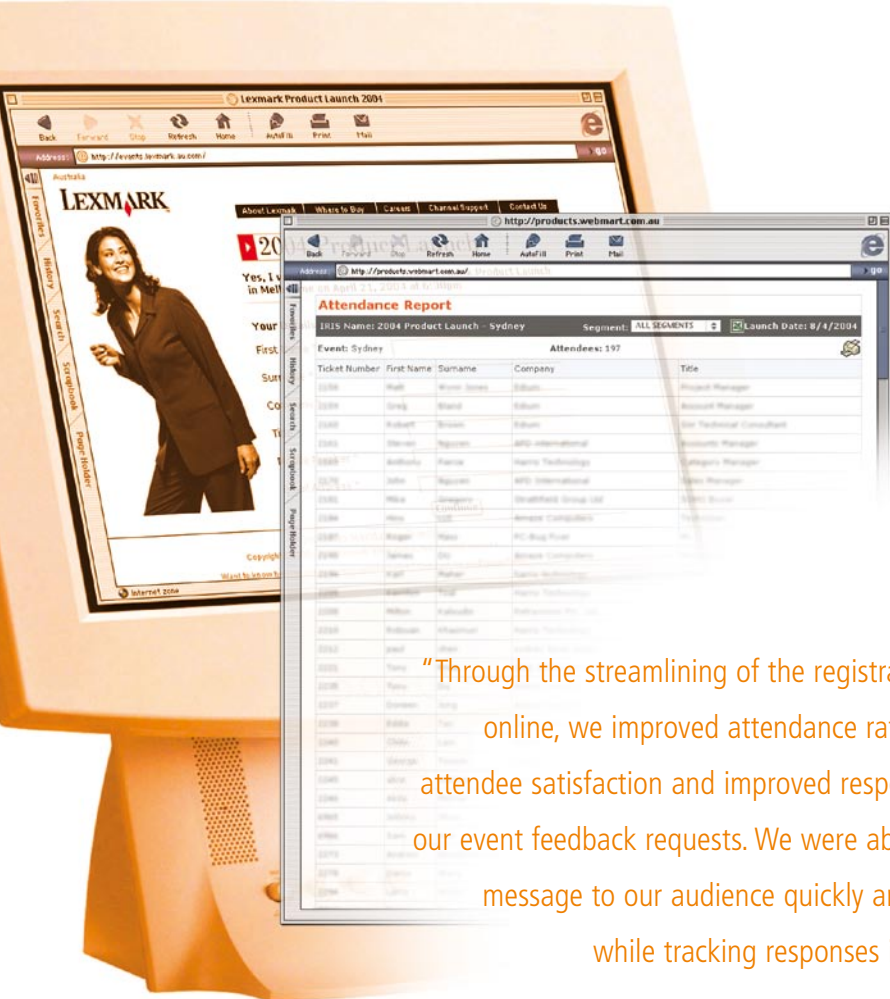
The WebMart Network proposed a solution using PUBLICeye, our proprietary data collection and analysis product combined with our email marketing solution. For each event HTML invitations were sent via email to the channel partners in that state. From the email the partner could register for the event via PUBLICeye. Lexmark were able to set registration limits to ensure events were not over subscribed.

Upon registering the attendee would within minutes receive an email confirmation with a unique 'ticket number' and all the event details which represented their ticket to the event. Two days prior to the event a further personalised reminder email was automatically sent to each attendee to reduce 'no shows'.

Lexmark were able to monitor the registrations for each event via the PUBLICeye extranet in real-time.

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– Scott Millington

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A PUBLICeye Survey was also created and sent to every attendee after each event. Being an online survey this feedback was delivered to Lexmark in real time via the PUBLICeye extranet, allowing it to be incorporated in the planning of future events as part of the 2004 product launch.

## The Results

The road show visited six cities and were patronised by over 1200 channel partners during the eight weeks, exceeding Lexmark’s targets. Each event was refined and the content adjusted based on the feedback received via the survey from attendees in the previous city. By using feedback received from attendees, Lexmark was able to illustrate that the events were valued by the channel, and as a result, additional budget was secured to extend the road show to a further two cities from the four originally planned.

The introduction of an online RSVP and feedback solution proved to be far more efficient use of resources for Lexmark, with additional events able to be planned and executed with a shorter turnaround time than was previously possible.

Lexmark received a higher RSVP rate from the channel than in previous years and the response rates to the feedback survey were greater than expected with one in four attendees providing their feedback online.

Attendee satisfaction with regard to the email invitation, the registration process and the events overall was very good with over 90% of respondents rating this at ‘very good’ or better.

## Client Feedback

“By using PUBLICeye to move the invite, RSVP and feedback process online for our 2004 Product Launch road show events, Lexmark was able host more events in a shorter space of time, through smarter and more efficient use of our internal resources.”

“Having the ability to listen to attendee feedback in real-time allowed us to fine tune each event based on feedback from the last event. This added real value to our events and helped us produce our best product road show to date, while dramatically reducing the administrative effort required to manage the process.”

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**Scott Millington**  
National Sales & Marketing Manager  
Consumer & Small Business Division  
Lexmark Australia & NZ