

Webex by Cisco

Event sponsorship | CIO 100 Awards

Brand/company

Webex offers industry leading solutions in video conferencing, team collaboration, calling, contact centre and devices.

Campaign objectives

Leverage the prestige and credibility of the CIO 100 awards to generate awareness, and position Webex as the leading collaboration solution for IT decision-makers.

Program strategy/solution

Hosted annually, the CIO 100 Awards recognize the best and brightest CIOs and technology leaders in the UK, and celebrates their digital transformation achievements.

In partnering with CIO, Webex gained visibility with key decision makers, and were able to meet and engage those decision makers in-person.

Results

100+

Total attendees

79%

C-level+ titles

"It was an absolute pleasure working with Foundry. The event execution was impeccable from start to finish, and the calibre of the attendees we networked with was second to none. As an events manager, it's rare to be able to take your eye off the ball but I felt confident and assured throughout – a large part of that was due to the fantastic communication from Foundry. We've made some lasting relationships with the CIOs we met, and we're looking forward to continuing our partnership!"

Sonam Shah

Events Manager, Webex by Cisco

