

## Knightsbridge Case Study



**Client Name:**Knightsbridge Solutions

**Industry:**Professional services firm for data warehousing and business intelligence industry

**Headquarters:**Chicago

**Event Description:**Trade Shows:

- The Data Warehousing Institute (4/yr)
- Data Metadata Association
- Business Intelligence Conference

**Audience:**Database Administrators, Information Officers

**Challenge:** Being a consultant, Knightsbridge has no software or products to demonstrate at the trade show booth. So they needed a program to attract traffic, increase lead count and brand the company name.

Corporate Magic was integrated into the Knightsbridge trade show exhibit marketing strategy. A carefully crafted script positioned them in the industry and communicated the benefits of working with a consultant who

**Solution:**focuses specifically on DW and BI. The immediate success of this strategy in year 2000 has been repeated in over 30 shows during the last 5 years. Currently Knightsbridge is using Corporate Magic's magical spokespersons at eight shows per year.

