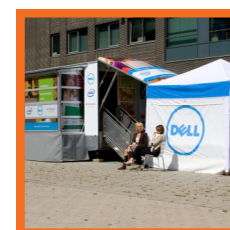
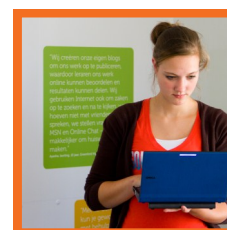
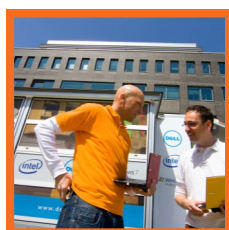




TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
CUSTOMERS



AT A GLANCE

Tour

Dell 'Connected Classroom' Roadshow

Dates

May 2010

Locations

Visited 10 school sites in the Netherlands over 2 weeks

Vehicle

Pathfinder

Results

- The pilot roadshow enabled Dell to engage directly with over 200 visitors allowing them to showcase their latest technology to their target audience
- Feedback received from teachers and students at the 10 school sites was extremely positive

THE STORY

The brief

Dell wanted to target key schools in the Netherlands in order to provide hands on demonstrations of new products and raise product awareness to decision makers and key influencers.

In their own words

"This was the first time we had commissioned a marketing roadshow in this region and we were excited about the potential to connect with our customers in a new way. EMS impressed us with their specialist European expertise and the high level of support they offered us for this important project"

Paula Carroll - EMEA Events team, Dell

Delivering the campaign

- The roadshow was hosted on board a 11m exhibition trailer and could accommodate up to 15 visitors at a time for a series of interactive presentations
- A marquee area was constructed to host four laptop terminals for one to one discussions and further product demonstrations
- EMS managed the fit out of the unit and handled all logistics for the European tour



ONE TO ONE, TO THE WORLD