

F-Secure Success Story

THE PROJECT

The company had been known as “DataFellows” for more than 15 years. With a recent name change to “F-Secure” and a successful IPO, the company wanted to re-launch under the new name, along with a new corporate image and focus. The launch should incorporate the many channel partners of the company around the world. And it should also involve the company’s newest strategic partner, Hewlett-Packard. Finally, the launch should focus on the hot new topic of wireless security.

THE CHALLENGE

With only six weeks between the concept and the first event, it seemed like a logistical nightmare. Each of the ten target cities (Tokyo, Hong Kong, Washington DC, New York, Paris, London, San Francisco, Chicago, Stockholm and Frankfurt) required coordination of a complex set of issues: dates of each event, location, logistics, speakers, attendees, level of participation by HP and channel partners, AV requirements, simultaneous interpretation where needed, travel arrangements, incentives, handouts and meals. Oh, and did we mention we also wanted a 10-minute video to be produced for use during the events?

THE EXPERIENCE

Ten launch events - from Asia/Pacific to Europe to the US - were coordinated, smooth, flawless.

- More than 100 attendees in Tokyo appreciated the simultaneous interpretation, which allowed them to listen to the presentations in their own language.
- The audience in Stockholm didn’t want to leave – they stayed for an additional two hours, asking in-depth questions (and enjoying the food!)
- The launch event in Washington was hailed by attendees as one of the best they had attended, with marvelous attention to detail.

THE RESULTS

The launch events were a success by any standard. They made a lasting impression on the attendees, the participants and the partners. In addition to dramatically introducing the new brand identity and company name, the events enabled F-Secure to drive home its focus on wireless security. The company forged strong bonds with its new strategic partner Hewlett-Packard, solidified its ties with existing channel partners, and made a favorable impression on press and industry analysts. Most importantly, the **events resulted** in significant additional sales for the company.

“You can absolutely trust Ireland Presentations. They plan each event in detail, and then dedicate the energy and commitment necessary for success. Joanne makes sure she understands the culture, needs and preferences of the audience, so she can design an event that is sure to achieve the desired results. I’ve always delighted with the outcome.”