

CASE STUDY: A GLOBAL VIRTUAL EVENT SERIES FOR CIRATA

Helping tech leaders get
more from their data



CHIEF WINE OFFICER

ESTD 2005


cirata





The story

With over 45 patents and 15+ years of data science expertise, Cirata specialise in accelerating revenue growth by automating data transfer and integration to modern cloud analytics and AI platforms, without disruption.

TARGET AUDIENCE

Their target audience was data, cloud and IT leaders throughout Europe and the US, seeking to meet others in their field and monetise their data by leveraging the power of AI and analytics across their entire enterprise.

THE EXPERIENCE

We invited guests from our C-suite database to join us for a series of virtual networking events. Each evening, guests enjoyed wine from the comfort of their own home, while discovering how Cirata could help them maximise the value of their data to achieve transformative growth with AI.



The results

94 guests

Exceeding our target by 12%

CWO AT HOME

6 virtual events across
Europe and the US

LEADS GENERATED
FOR CIRATA

144

POST-EVENT
MEETINGS

40+





Example events from the series

JANUARY 2024, USA

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Data monetization strategies for AI-powered FSI growth

Tuesday, June 4
4:00PM PT | 7:00PM ET

MARCH 2024, USA

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Unlocking the data-driven future of automotive success

Tuesday, March 26
4:00PM PT | 7:00PM ET

MARCH 2024, EUROPE

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Boost data monetisation and vehicle safety with new automotive analytics

Tuesday 12th March
18:30 CET

JUNE 2024, EUROPE

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Unleash the potential of your Hadoop data for AI-powered growth

Wednesday 26th June
18:00 BST | 19:00 CET



CLIENT FEEDBACK:

“I've worked with many event marketing agencies over the years, the events that CWO delivers are exceptional and of the highest quality.

From the planning and project management through to the delivery of the event, everything works seamlessly.

*- VP Marketing,
Cirata*

GUEST FEEDBACK:

“Great combo of learning about wine while networking and discussing shared challenges.”

*- Senior Director Data Acquisition & Community
HERE Technologies*

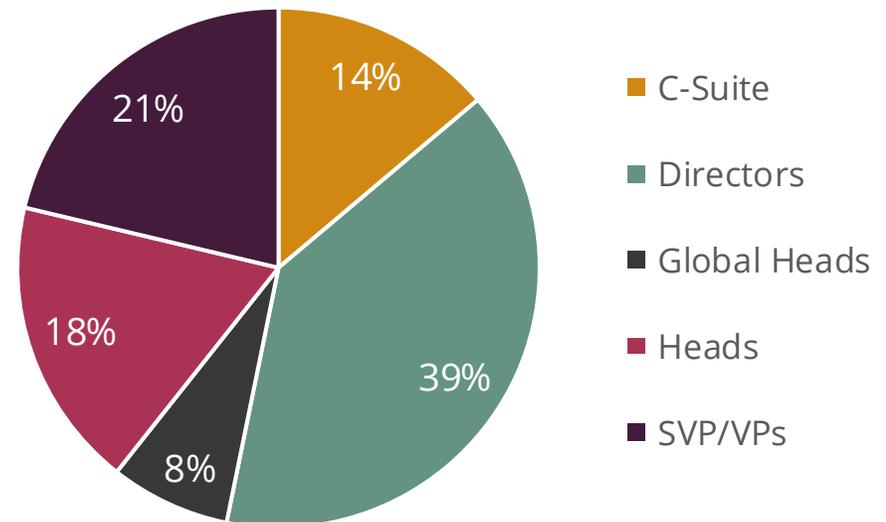




Sample guest list



94
Attendees





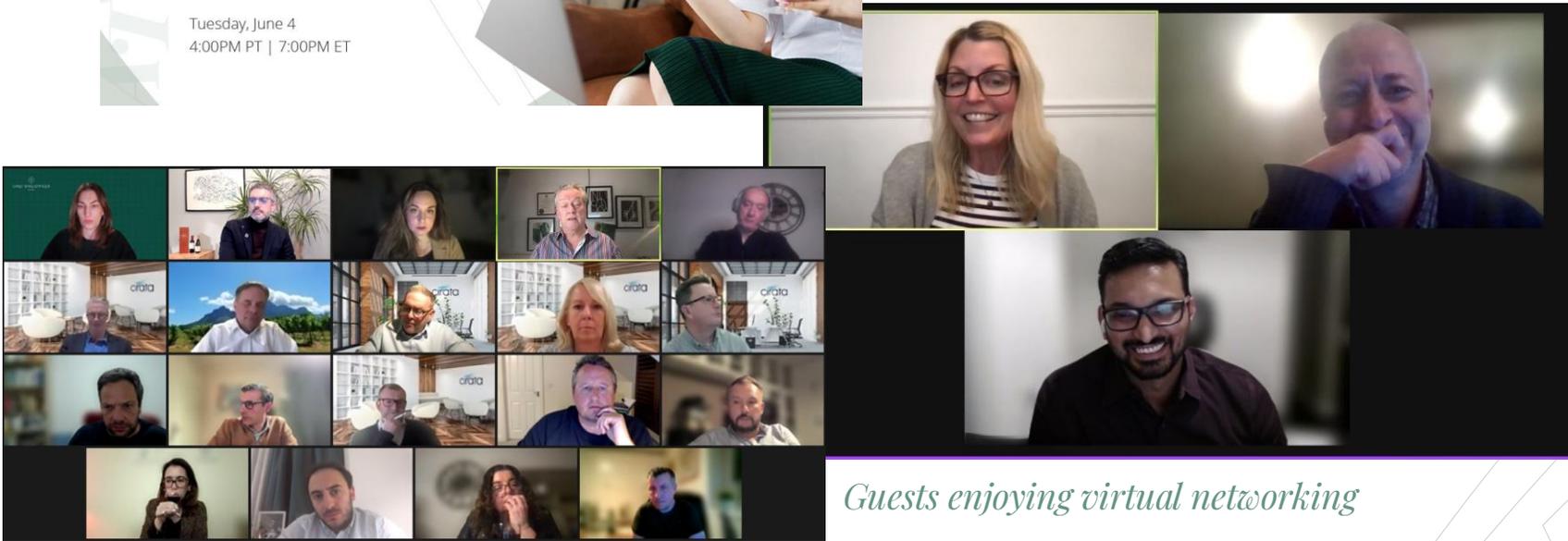
The series in pictures



*Kate Hopkins,
Former Vice
President –
Data
Platform,
AT&T*



Chris Cochran, CSO, Cirata



Guests enjoying virtual networking



*Richard
Baker,
CSO,
Cirata*



Interested in hosting your own CWO event?

CONTACT THE TEAM



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