

# CAPITA

Success story

## Using specialist strategy to make a statement



## INTUIT

Helping Intuit, the global leader in small business accounting software, to establish a presence at Accountex with a creative stand design and strong communication delivery.



Successful appointments made

## #getintuit

Event hashtag on all media encouraged online discussion

### Choosing the right partner

Being a well-known brand in the US, Intuit has a huge growth ambition for the UK accountancy market. Intuit UK was launching a three-year market place engagement programme, for which they required a specialist event management solution.

Intuit's plan began with a series of events throughout the UK, including the most prominent accounting event in Europe, Accountex. This launch event required a partnership with experts with a proven reputation for successful events.

### Communication strategy

A full set of objectives came with establishing a presence for Intuit at the two-day Accountex event in the ExCeL London.

"We were responsible for the full set-up and management of the stand, as well as on-site exhibition organisation, part of which meant working with the Accountex event organisers on behalf of Intuit.

"The company was showcasing its brand, products and latest technology to its UK target market specifically so we worked closely alongside its PR and other creative agencies to devise a cohesive pre-event engagement strategy".

Event Director,  
**Capita Travel and Events**

This included web development and communications, aimed at encouraging potential customers to explore Intuit's products.

Another big priority was creating the stand which would help Intuit make an impression and reflect its core values.

### A personal approach

Researching Intuit's competitors gave the project team greater insight into Intuit's objectives for the event, and how the company wanted its brand to be positioned.

## Bring core values to life

Experienced event managers reflected one of Intuit's core values; Innovation, with a bespoke approach.

"With interaction in mind, we designed a visually engaging stand that included demonstration areas fully kitted out with interactive touch-screens for visitors to browse and try out Intuit's products."

Event Director,  
**Capita Travel and Events**

Presenting keynote speaker sessions in an Intuit branded theatre validated the company's expertise and introduced it as an authoritative voice within the market. By placing the stand opposite the theatre, Intuit UK was in prime position to welcome masses of potential customers straight out of speaker sessions.

This approach achieved the highest capacity levels of all speaker exhibitions throughout the two days.

Using specialist technology, an event microsite was developed for current and potential Intuit customers to register for 1:1 meetings. A team of experts generated stand interest by proactively approaching visitors and pre-assessing their needs.

## Exceeding objectives

By working as one team with Intuit, Capita Travel and Events was also able to support it on event related strategies for communications such as social media and exposure; the event hashtag #getintuit was reproduced on all event material to immerse visitors in online expert discussions before, during, and after the event.

## Demonstrating ROI

Over 100 successful appointments were made, delivering a robust ROI opportunity for Intuit.

Integrating expert knowledge with specialist technology and core value messaging, helped Intuit make a powerful statement by breaking into the UK accountancy market.

You can see this event come to life by watching the [video](#).

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**"Capita Travel and Events' passion and energy has been outstanding and they get us; they get what we want and they've delivered this project fantastically."**

Group Marketing Manager, Intuit UK

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## Highlights

- Competitor research carried out to understand the market place and positioning Intuit effectively.
- Create an all encompassing and engaging communications strategy to engage with the audience prior to the event. This included, PR, social media and website development.
- Develop an innovative exhibition stand allowing audience interaction.
- Expert knowledge and pre-event engagement led to high uptake to appointments resulting in high ROI on the event.

If you'd like to know more, get in touch with a member of the team:

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