

Dell EMC Partner Conference 2017

Fuel Integrated supports Dell with unique event for EMEA Dell EMC channel partners

Background

After Dell's 2017 alliance with EMC, which created the world's largest IT organization, it was vital to bring both companies' EMEA channel partners on board.

It was decided that a special event to immerse them in a new set of vision and values would be the ideal solution. In many cases this would be the first face-to-face opportunity to show partners the extraordinary benefits of being a Dell EMC channel partner.

The challenge.

In 2017, Dell allied with EMC to create the world's largest IT organisation. For the newly created Dell EMC, it was vital to make sure that both companies' EMEA channel partners were fully on board to maximise the value of the synergy.

The solution.

We wanted to immerse channel partners in a new vision – to make them feel valued and engaged. So we needed to create more than just another technology supplier conference.

Set in the beautiful, five-star surroundings of Forte Village, Sardinia, with a series of rotating workshops attended by 400+ guests, exceptional dining and entertainment, plus high impact plenaries and keynotes, the event certainly didn't disappoint.





Scope.

The 2017 Partner Conference and Advisory Board meetings were two large consecutive events held in the same venue.

The challenge was to prepare, manage and cater for in excess of 400 delegates, plus Dell EMC attendees, in the beautiful, five-star surroundings of Forte Village Sardinia. This included not simply all conference activity, but also gourmet dining and memorable entertainment options.

Execution.

Fuel managed the entire event process alongside Dell EMC, from initial planning to hands-on delegate management at the event itself. Our input included initial proposals and location-sourcing, all event branding and communication strategies, including a mobile dedicated event app, full event registration and administration.

In addition to planning we were at the event in-person, providing organisation, administration and tech support.

Value.

Despite the logistical challenges faced, the event was a significant success, with delegates praising brilliant onsite customer service, impressive and exciting plenary presentations and a well-organized rotating workshop system.