

# Aventi Group

## Experts for High Impact Contests and Award Programs – SAP Case Study

### Services Overview

- **CONCEPT** – Development of the contest idea from conception, planning, objective setting, establishing rules, program documentation, budgeting
- **BEST PRACTICES** – We help clients set expectations, figure out what to do, and decide what not to do – all based on our experience with multiple prior contests and award programs
- **ENABLEMENT** - Contest website development, communication materials, office hours webinars platform, program management
- **PROMOTE / RECRUIT** – Targeting, social media campaigns, external communications, interactive engagement with potential participants and sponsors, onboarding of contestants and judges
- **NURTURE** – A sometimes surprisingly large block of work to move prospects from interest to “prepped and polished” contestants
- **JUDGING** – Development of process, judges’ training packet, related tools, program management
- **AWARD** – Design and delivery of prizes and awards, communications of winners, award events
- **EXTEND** - Post program content and communications, future year planning, ongoing participant engagement and nurturing, integration into company campaigns, post mortem analysis

*“Aventi is a trusted partner in my moonshot programs. If I’m the CEO of my initiative, then the Aventi lead is the COO delivering on KPIs.”*

*- Tina Tang, Snr Director Product Marketing, SAP HANA*

*“Boom! Aventi gets It done.”*

*- Ina Felsheim, Snr Director Solution Marketing for SAP HANA*

About Aventi Group, LLC



### Delivering results

- **SAP HANA Innovation Award / SAP Innovation Awards (2014-2017):** hundreds of customer stories published.
- **SAP + Google Intelligent App challenge (2017):** Nearly hundreds of registrations, over 20 judges, and a compelling final group of competitors.
- **SAP + Esri Spatial Hackathon (2018):** Hundreds of registrations, dozens of hackers, strategic judges.
- **Full-service product marketing agency** with 15 years of experience helping clients successfully launch products, accelerate sales performance, create innovative content, and communicate effectively with their customers & ecosystems.
- **10-year partnership with SAP** built around programs and contests, content creation, social media services, events marketing, and customer reference programs.