



European User Conference creates community, long term sales

Customer Profile

Customer Jabber, Inc.

Challenge Develop and execute Jabber's first European User Group conference to develop a strong developer community and promote demand for the company's products.

Target Audience European software developers.

Solution The first Jabber European User Group Conference held June 12-14, 2002 in Munich, Germany.

- Results**
- Software developers from 11 different European countries attended, forming the foundation of a strong and viable user community in Europe.
 - High turn-out as date of conference was ideal and did not conflict with any other relevant European shows, holidays, or vacations.
 - Flawless execution, from start to finish, meant attendees could focus on the subject matter and Jabber executives didn't have to worry about conference logistics.
 - A strong, viable European Jabber community has emerged, which is helping further promote the Jabber product in Europe.

Jabber enables enterprises to provide real-time Instant Messaging services via the Internet. The company already has an impressive list of customers, including Bell South, France Telecom, Orange UK, Gruner + Jahr, and Wanadoo, as well as Hewlett-Packard and Walt Disney.

In 2002, Jabber decided to strengthen its relationship with users in Europe by staging its first ever European Jabber User Conference. Jabber wanted to foster a sense of community among European Jabber users by providing software developers and other users with information and tools that would enable them to fully use — and extend — the potential of Jabber products. By enabling software developers to meet and interact, and by providing the latest training and insider information, Jabber would help these “converts” become more informed, skilled and organized. The pay-off would be that a strong user group would help drive demand for and recognition of Jabber products — helping ensure Jabber's long-term success.



“We are extremely happy with MaCS as our European partner.

MaCS developed an impressive array of creative concepts and implemented them professionally. Their ability to reach the European media with press releases in multiple languages and their canny venue and date selection helped make the conference a huge success. The organization was outstanding.”

Don Bergal
Vice President of Marketing
Jabber, Inc.

Organizing JabberConf 2002

Jabber asked MaCS to plan and organize the conference, as well as promote the event based on MaCS’ reputation as an expert in pan-European marketing communications. MaCS assisted Jabber with the messaging and positioning of the conference. MaCS created the theme of the conference: JabberConf 2002: The Connecting Place for Jabber Technology and Business in Europe. The theme positioned Jabber’s technology as the next important milestone in the ongoing development of the world-wide web — and presented a unique opportunity for participants to shape the technology of the future.

MaCS designed the conference’s web landing page and developed a comprehensive media plan. At the same time, MaCS found a suitable venue, and organized all necessary logistics and services.

Jabber — with one European voice

The conference was a huge success for Jabber, because it allowed them to reach and interact with key software developers from 11 European countries — creating the basis of a strong Jabber European user community. Discussions conducted at the conference with the European user group, coupled with ongoing connections made at the event, enabled Jabber to understand and respond to the needs of developers. This is another positive development: assisting users from all across Europe to speak in one clear voice — regardless of their language. Jabber continues to support its European User Group with information and tools that enhance the ability of Jabber products.

About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

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