

Develop deeper relationships by using Charlotte Business Journal

Client: PWC

Industry: Accounting

Market: Charlotte, NC

Challenge: PWC was looking to deepen relationships with key prospects in a way that would shorten the sales cycle.

Solution: Develop a custom panel event for PWC called Leading in a Changing World with the goal of attracting key prospects. Event partners included Wake Forest and the National Association of Corporate Directors.

Integrated Marketing Plan: Charlotte Business Journal worked with PWC to assemble a power list of 10-15 corporate directors in the region for the panel. When selecting panel members, Charlotte Business Journal and PWC considered members who would make ideal clients for PWC in the future. The event allowed PWC to build relationships with these panel members. The event also included a keynote speaker from PWC. During the keynote, the panelists sat at the head table with the managing partner of PWC. Charlotte Business Journal was responsible for driving 130 attendees to the event, which was held at one of the most prestigious country clubs.

Results: This custom event was a success for PWC by delivering on their objective to shorten the sales cycle and deepen relationships with potential clients.

The flyer is for a breakfast discussion event titled "Leading in a Changing World" held on Tuesday, May 17, from 7:30-10 a.m. at the Charlotte Country Club. The event is sponsored by PwC and Wake Forest University. The panel consists of three top CFOs: Greg Gombar (Carolina's HealthCare System), Jeremy Smeltzer (SPXFLOW), and Steven K. Young (Duke Energy). The moderator is Ajay Patel (Wake Forest University). The flyer lists topics to be discussed, including growth and investment strategies, customer and stakeholder expectations, technology trends, risk management, and talent acquisition and retention. A "Register Now" button is prominently displayed, along with the registration deadline of Wednesday, May 11 at 5:00 p.m.

CHARLOTTE BUSINESS JOURNAL
LEADING IN A CHANGING WORLD

TITLE SPONSOR: **pwc**
ACADEMIC PARTNER: **WAKE FOREST UNIVERSITY**

TUESDAY, MAY 17
7:30-10 a.m.
CHARLOTTE COUNTRY CLUB
2465 Mecklenburg Ave.

Please join us for a breakfast discussion with three of Charlotte's top CFOs to discuss changing roles and trends impacting businesses in the future.

TOPICS WILL INCLUDE
▶ Growth and investment strategies

EVENTS

GREG GOMBAR
Chief Financial Officer
Carolina's HealthCare System

JEREMY SMELTZER
Vice President
SPXFLOW

STEVEN K. YOUNG
Executive Vice President
Duke Energy

AJAY PATEL
Professor and Thomas C. Goble Chair in Finance
Wake Forest University
MODERATOR

LEADING IN A CHANGING WORLD

Last chance to learn how top CFOs lead in a changing world

Join us for a breakfast discussion with three of Charlotte's top CFOs to discuss the changing role and key trends impacting their businesses today and in the future.

Tuesday, May 17
7:30-10 a.m.

Charlotte Country Club
2465 Mecklenburg Ave.

Register Now

Registration closes **Wednesday, May 11 at 5:00 p.m.**

Title Sponsor: **pwc**
In Partnership With: **WAKE FOREST UNIVERSITY**



Advertising on a winning track for Enterprise

Client: Enterprise Holdings

Industry: Automotive

Market: Washington, DC



Challenge: As a past client, Enterprise valued the customization of our event programs, along with the follow-up provided in the form of emailed introductions to any missed connections, and the ability to get first access to a group of people they hand select (for Book of Lists). The new proposal included these benefits along with some new enhancements to further achieve their goals.

Solution: We knew that Enterprise valued the customization of our event programs. As part of this new effort, the WBJ team created VIP reception events for Enterprise to allow them more exclusive brand exposure and networking opportunities with top executives.

Integrated Marketing Plan: In the past, Enterprise was a sponsor of Washington Business Journal's Fastest Growing Companies and Book of Lists events. They had branded remote controlled cars, which were hand delivered to award recipients after the event. The program has evolved and now includes exclusive sponsorship of VIP pre-events. They sponsor the VIP reception for Fastest Growing Companies where we invite two top executives from each of the honored companies to an exclusive hour-long reception immediately preceding the event, at which there is a cigar roller and whiskey tasting.

For Book of Lists, the plan included a similar reception, in which they chose 100 of the Top CEOs from the Book of Lists to receive a hard copy invite to a VIP reception immediately prior to the event. These opportunities are open only to Enterprise and their guests and offer a more intimate setting for networking.

Results: According to the client, this is the B2B program in which they see the most return on their investment. They have renewed for three years straight.



THE BUSINESS JOURNALS
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Lasting partnerships via events for TD Bank

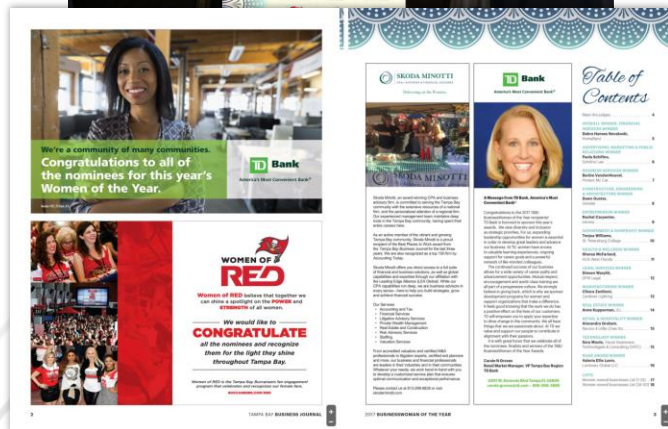
Client: TD Bank
Industry: Banking
Market: Tampa Bay, FL

Challenge: TD Bank is relatively new to the Tampa Bay market, so they were looking for ways to build brand awareness among Tampa Bay's business leaders as well as create valuable relationships with them.

Solution: Build lasting connections and relationships with the right business partners via sponsoring events that give TD Bank the opportunity to get in front of business owners, CEOs and top executives.

Integrated Marketing Plan: Through strategic event partnerships (plus print and digital promotion) on Business Women of the Year, Fast 50, Custom Round Table events, etc., TD Bank was able to build strong relationships in the community. For them, having the opportunity to get on stage during awards ceremonies and panel discussions allowed them to build one-on-one connections that made a huge impact on their business goals.

Results: TD Bank believes their premier event sponsorship levels gave them the ability to engage and build great relationships with Tampa Bay's business leaders, which ultimately led to new accounts and greater partnerships. TD Bank doesn't hesitate to call the TBBJ team when there is someone in the community they really want to meet.



Drive new business with Triangle Business Journal

Client: Avison Young
Industry: Commercial Real Estate
Markets: Raleigh, NC

Challenge: Avison Young was looking to show market strength through advertising and they wanted to track new developments in the region.

Solution: Avison Young targeted the commercial real estate audience and C-level executives looking for office space through print and digital advertising including Crane Watch. Triangle Business Journal also assisted with digital marketing campaign tracking.

Integrated Marketing Plan: In print, Avison Young advertised their developments as well as their brand. They specifically selected Triangle Business Journal's special publications, SPACE and CREQ. Digitally, they advertised in the Afternoon Edition email newsletter and sponsored Crane Watch. Crane Watch is an interactive map of developments and projects in region. Avison Young receives weekly metrics on their digital marketing campaign that shows number of calls, web searches, and search engine referrals.

Results: Avison Young can more accurately track where their business is coming from whether it be digital advertising clicks, phone calls from print advertisements or referrals from search engines.



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Inserting confidence in advertising for Finfrock

Client: Finfrock
Industry: Construction
Market: Orlando, FL

Challenge: Finfrock Construction was not convinced advertising was valuable or impactful to their company.

Solution: In order to reach general contractors, builders and companies who need a completed structure/building/parking garage/etc., the Orlando Business Journal approached Finfrock with the idea of using inserts to deliver a clear, concise message that was informational to their audience.

Integrated Marketing Plan: Along with print inserts, the Orlando Business Journal's plan for Finfrock included an ad in the annual Book of Lists.

Results: According to the client, advertising in the Orlando Business Journal and its Book of Lists generated considerable recognition and inquiries for the company. Inbound calls from current clients, as well as prospects, were received as they were looking to learn more about the company and their projects.

"Ameen Hafez approached us with the idea that inserting marketing pieces into the Orlando Business Journal might be a good fit. He was spot on! The inserts have generated considerable recognition and inquiries for our company."

Gail Kroll
Executive Vice President
Finfrock

COMMERCIAL REAL ESTATE DEVELOPMENT FIRMS
RANKED BY 2014 TOTAL GENERAL CONTRACTOR REVENUE FROM CONSTRUCTION

We're CHANGING the GAME

Celebrating
150 YEARS
Years Information

Solutions
REDEFINING PROJECT DELIVERY
VOLUME 17 ISSUE 2

Are High Building Costs Robbing Your ROI?

In a recent study entitled "Reinventing Construction: A Higher Route to Productivity," (February 2017) the McKinsey Global Institute reported that the construction industry's labor productivity "appears to be in a time warp" largely due to a fragmented approach and an inability to embrace technology. It also reported that in the United States, labor productivity in the construction industry has actually declined at a compound annual rate of 3.04 percent per that same twenty-year period. Conversely, the manufacturing industry has seen a compound annual increase in productivity of 3.6 percent globally.

According to the report, the construction industry could realize a dramatic productivity boost "...if construction were to depart from entirely project-based approaches to more consistently employ a manufacturing-like system of mass production with much more standardization and manufacturing of models and parts in factories offsite."

So, why can't the construction industry emulate the manufacturing industry?

We believe the construction industry is in dire need of an overhaul. In addition to suffering from limited technological capabilities and production methods, it is fraught with inefficiency and waste. Collectively, the industry has tried to make radical changes to reverse this negative productivity trend. Instead, the industry players have implemented the fragmented approach that is "the norm" - where project owners work with a loose alliance of architects, engineers, and contractors - hampering productivity and emphasizing returns on investment for all parties involved.

It doesn't have to be this way.

To learn more about how FINFROCK brought a manufacturing mentality to the construction industry, significantly increasing our productivity and lowering our client's construction costs, turn the page.

"Contractors should be able to execute in their philosophy, regardless of product offerings, and modularize its design as many factory firms do." -McKinsey Global Institute

FINFROCK

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New leads via educational content for ACA

Client: Arizona Commerce Authority

Industry: Economic Development

Market: Phoenix, AZ



Challenge: The Arizona Commerce Authority wanted to promote the benefits of corporate relocation to Arizona and was particularly focused on lead generation. The ACA was challenged with a lengthy sales cycle and little-to-no brand recognition in their target markets of California and Chicago,

Solution: The Phoenix Business Journal created a print and digital special section titled “Growing Arizona” educating readers on the benefits of operating a business in Arizona and why it’s an economic hot spot. Since the content was inherently self-promotional for Arizona, native content was not an option for this scenario. However, by using a combination of audience and geographic display targeting, the Phoenix Business Journal was able to build a multi-market, multi-platform solution to distribute the client’s content to a targeted audience.

Integrated Marketing Plan: “Growing Arizona” published in the Phoenix Business Journal’s print edition and was reproduced online as special section. Targeted display banner ads ran on the Sacramento, San Jose and San Francisco sites driving traffic to the digital section along with general brand awareness banners. Chicago was also geo-targeted with display banners served on all ACBJ sites.

Results: The campaign delivered their target audience of C-suite executives at companies with 200+ employees, who are involved in corporate relocation decisions in markets. A stand-alone publication and landing page housing content from the ACA was developed. Click-thru-rate for the digital special section was over triple the benchmark and over 1 million impressions delivered in one month.

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MBA program gets lift with year-round advertising

Client: Oregon Executive MBA

Industry: Education

Market: Portland, OR



Challenge: The Oregon Executive MBA program is in Portland. When people see the recognizable “O” logo, they automatically assume the program takes place in Eugene. So they were having a location identity problem. They also needed to make a distinction in their program, communicating the difference between an executive MBA and standard MBA. As a new initiative, the school also wanted to increase female enrollment.

Solution: In the past, Oregon Executive MBA purchased a fragmented campaign. So, with the evolution of our digital products, the Portland Business Journal pitched an advertising plan with a consistent message throughout the year.

Integrated Marketing Plan: The plan included using the client’s gold sponsorships (Events) as cornerstones of their campaign and filling the year with newsletter banners and Run of Site impressions. Adding to that, a native product focusing on the women’s leadership initiative and executive MBA distinction. In doing this, the client takes full advantage of Portland Business Journal’s different platforms and uses bold creative to make it well known that they are in Portland. This plan puts the client in front of our audience 365 days of the year.

Results: The client found great value in our digital resource team who communicated the plan’s successes and introduced additional data. Because the client saw value in the plan and our digital products, they have more than doubled their spend compared to last year, with all incremental funds going towards digital.



New satellite location for USC MBA program

Client: USC Darla Moore School of Business

Industry: Education

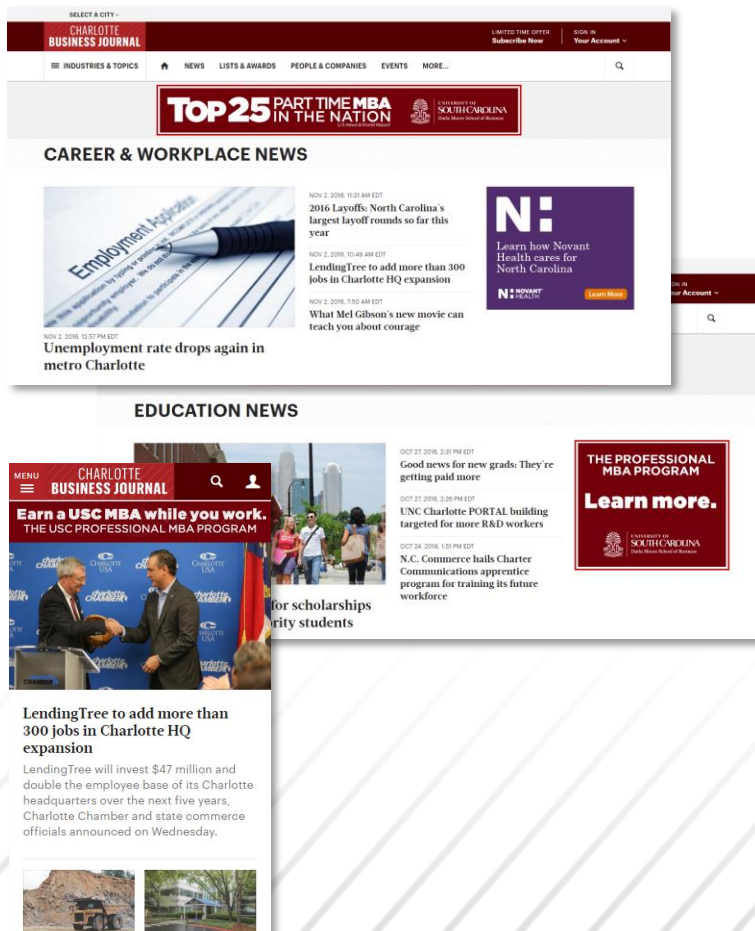
Market: Charlotte, NC

Challenge: USC opened a new Charlotte satellite location for their MBA program and needed to increase student enrollment, but more important for short term was to increase attendance to information sessions and drive traffic to their new Charlotte landing page.

Solution: Align USC with digital and event opportunities that engage with a professional audience increasing brand awareness with the Charlotte business community.

Integrated Marketing Plan: USC ran two homepage takeovers along with two months of ROS. In addition, they sponsored the Best Places to Work event, which included a print ad.

Results: After the campaign finished, the client said that the 2017 numbers for Charlotte were very good and they found an excellent partner with the Charlotte Business Journal. They had the highest attendance for their info sessions and good enrollment numbers for the new location. Digital ads were at or above average performance on CTR for both homepage takeover and run of site promotions.



Hard deadline & good results for DC Sustainable Energy

Client: DC Sustainable Energy Utility

Industry: Government

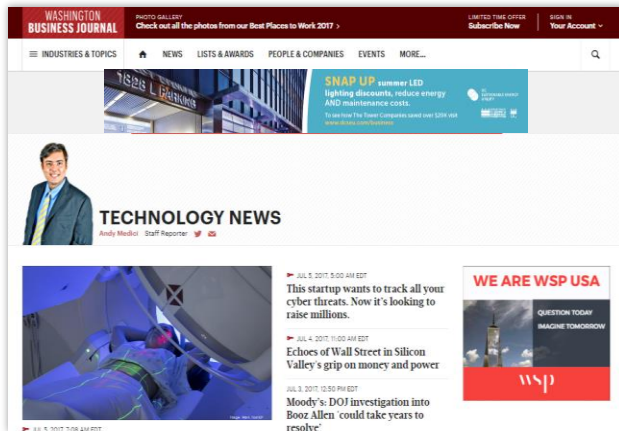
Market: Washington, DC

Challenge: DC Sustainable Energy Utility had a message regarding a rebate they needed to get out to DC businesses and commercial real estate companies before a hard deadline. They had used another business publication and didn't gain much traction from their campaign.

Solution: The client needed prime placement in both print and online that would get their message in front of the right audience at the right time.

Integrated Marketing Plan: The Washington Business Journal presented an integrated marketing plan that included both print and digital products. For print, they pitched a belt unit in the middle of the CRE reporter pages within the weekly edition, plus quarter page ads. For digital, since they were looking to reach a mass audience, the Washington Business Journal proposed a Run of Site package and the top position on the Afternoon Edition email newsletter.

Results: The client was thrilled with high click-through-rates of their Run of Site campaign and Afternoon Edition placements. The program was initially supposed to run for one month, but they extended it for another month based on the results.



Drive new product sales with Albany Business Review

Client: BlueShield of Northeastern New York

Industry: Healthcare

Market: Albany, NY

Challenge: BlueShield wanted to be the industry leader in supporting education and healthy living for children. Additionally, BlueShield was launching new products and health plans and needed exposure within the business community.

Solution: Target health care plan decision makers with event sponsorship, digital and print advertising in the Albany Business Review. To reach parents, teachers and schools, BlueShield sponsored the Schools Report publication.

Integrated Marketing Plan: Digital advertising units included pop-ups running on Albany Business Review's website. Island advertising units were selected in print for six issues as well as advertising in the annual Book of Lists publication. BlueShield sponsored the annual Schools Report publication which includes digital advertising for a 12 month period. Event sponsorships included the health care and education themed Power Breakfast and the Best Places to Work.

Results: BlueShield of Northeastern New York has received positive feedback from their campaign. This will be the fifth year as an exclusive sponsor of the Schools Report publication.

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BlueShield of Northeastern New York

BlueShield
of Northeastern New York

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Brand recognition for Globalization Partners

Client: Globalization Partners

Industry: Human Resources

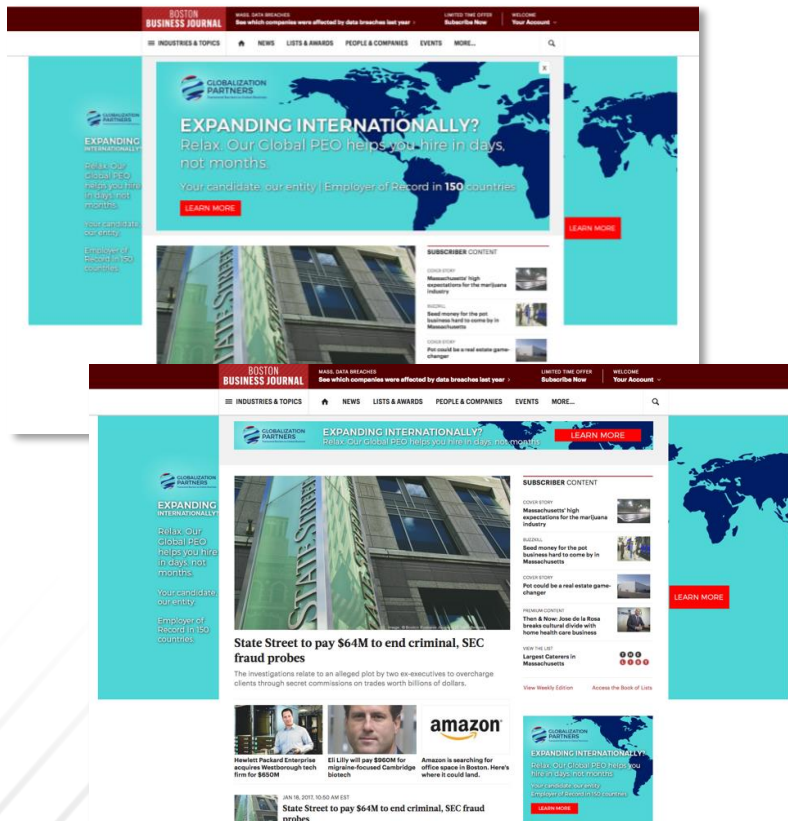
Market: Boston, MA

Challenge: Globalization Partners wanted brand exposure in two key markets (Boston and San Jose) as well as reach key decision makers to increase conversion rates.

Solution: The Boston Business Journal's solution was to utilize digital products to help Globalization Partners target both geographically and by job title while optimizing and providing detailed tracking.

Integrated Marketing Plan: The plan included digital ads and provided Globalization Partners with the ability to heavy up in key markets through Home Page Takeovers and Breaking News email sponsorships. In addition, Globalization Partners used Audience+ and first- and third-party data to reach their target.

Results: The campaign started as a test to get future monthly business from Globalization Partners. They tracked conversions and saw an uptick in leads and an increase in direct traffic to their site. Due to the success of the campaign, we were able to get an additional \$40K from the client through the end of the year.



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Building a brand name for Davis and Kuelthau

Client: Davis and Kuelthau

Industry: Legal

Market: Milwaukee, WI

Challenge: Little to no brand recognition in the Milwaukee community, especially as experts in commercial real estate or manufacturing. They're competing against several larger law firms in the area that are more well-known.

Solution: Align Davis and Kuelthau with CRE and manufacturing content across multiple platforms along with CRE-related native content to position the brand (and their attorneys) as a thought leader in the industry.

Integrated Marketing Plan: Davis and Kuelthau focused on aligning their brand with credible real estate and manufacturing content (print and digital) to promote their attorneys as experts in mergers/acquisitions, corporate law, real estate and intellectual property. They also sponsored all of Milwaukee Business Journal's Flash Forum events around the topic of growth in the city as well as CEO roundtables regarding CRE and construction. They ran newsletter banner ads that drove traffic to CRE content on their own site and featured their content on our site as a native sponsorship.

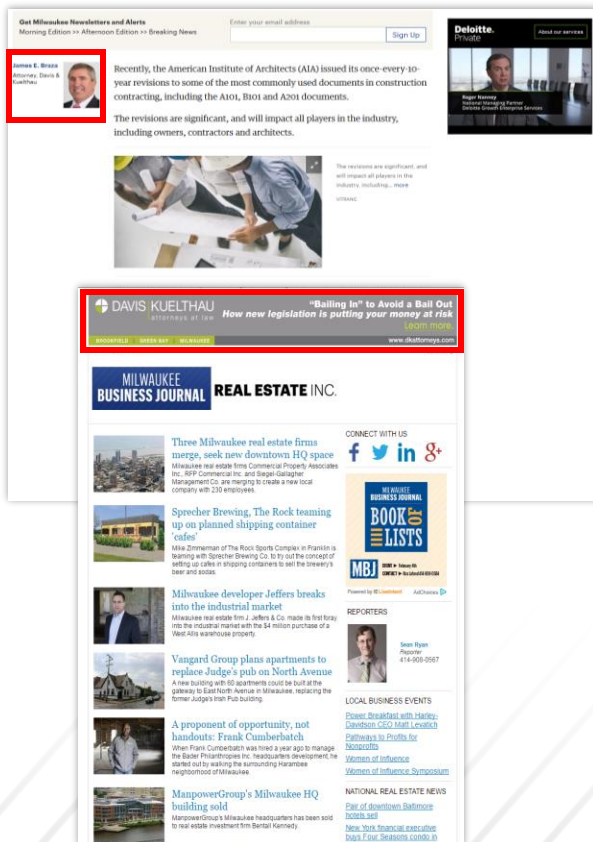
Results: Davis and Kuelthau elevated the exposure of their overall brand and six of their CRE attorneys as thought leaders. They gained two new clients that have exceeded \$50K for billing and will continue to provide additional revenue in the future.

"Davis and Kuelthau attorneys were able to gain credibility and exposure through events and native content articles. This extra exposure helped our attorneys develop new clients and strengthen the relationships that we already had. We were already providing content online through our website but this offered a way to extend that reach to a very specific real estate and manufacturing audience."

Pagette Fischer
Director of Marketing
Davis and Kuelthau

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Deepen relationships with Buffalo Business First

Client: Hodgson Russ
Industry: Legal
Market: Buffalo, NY

Challenge: Deepen relationships with businesses and industry leaders in Western New York.

Solution: Invite business leaders in Western New York to a series of roundtable discussions at the Hodgson Russ office. In a closed door setting, engage the group with candid conversation about current issues. Then, publish an advertorial within Buffalo Business First including coverage of the discussion.

Integrated Marketing Plan: Content is edited from the transcribed round table discussion and printed in a four to five page advertorial spread in Buffalo Business First. Hodgson Russ placed a half-page advertisement within the advertorial. The digital team at Buffalo Business First took the printed advertorial and created an online landing page compiling advertorial produced from their series of round table discussions. Traffic was driven to the page through digital advertising.

Results: Feedback from roundtable participants was positive and readers found value from the advertorial because of the “insider” nature of the content. Furthermore, a relationship between Buffalo Business First’s president and market publisher and the president of the Hodgson Russ developed. This relationship has helped Hodgson Russ learn about opportunities with Buffalo Business First.

INDUSTRY ROUNDTABLE

STEVEN FINCH
Plant manager, Old Powertrain, Tonawanda Engine Plant

I think the opportunities for workforce development in our environment abound. And the first thing I guess I would say we've got a very mixed environment in our facility. We've got about 1,800 employees and amongst them are a large number of seasoned employees. And we struggle a lot with those employees being willing to take on what we would consider basic levels of training. So, for instance, we want to implement a workplace of choice survey to all of our employees. This is the first time we've done it throughout the facility and we're really struggling because many of our

employees don't have their sign-on IT. Every employee has got one, but many of them haven't activated it and say "I don't need computers." We really want to get into what they call core technology for us, which is just basically how you do business. Another issue is, from a workforce development standpoint, a lot of younger people coming out of school don't seem manufacturing as an attractive place to work. They're not looking to come out and work in a factory - once people get a chance to come into the building and really see what modern high-tech global manufacturing really looks like, it's a pretty exciting place. But there's still, I think, that image or perception of what manufacturing, even advanced manufacturing, you just don't buy into it, but there's still kind of that image and stigma. The last thing really pingshanks on the cost of training. We try to minimize the amount of manpower that's required to actually make the parts. And so when you're driven to a very lean situation, it's very difficult to think people away, to get them the ongoing training that they need.

COURTNEY WALSH
Assistant dean, Center for Economic Development, University at Buffalo School of Management

It is as a whole I focused on a couple things right now. Making sure that they're not only here the academic background, but that they've had the experience somehow in their field, whether it be in an internship or shadowing people so that they have a sense of what it's really like to be working in the job that they're going to be in. The No. 1 thing that people want to work is to make a difference and make progress. There's a recent study that asked employees to list the top five things that employees want and then they asked employees the same thing and the lists were completely backward. Employees listed making money, some kind of incentive or public reward, far ahead of what was really No. 1 to employees, which was making progress and making a difference. In Western New York, because we don't have a lot of corporate headquarters, that's probably the way we're going to be able to keep and retain people. So we spend a lot of time both in our credit programs and our non-credit programs getting people to think of their skills in different ways, so they can be used in organizations more broadly.

RYAN BARNETT
Assistant vice president for academic affairs, SUNY Buffalo

The challenge of life issues has us head-on every day working with our student population. Many of them come from an urban environment. Many of them without proper modeling, without models, not even a family member. They're first generation college students, they've had school hurdles for years. They have had transportation that brought them to school and now they find

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Reach a mobile audience with Portland Business Journal

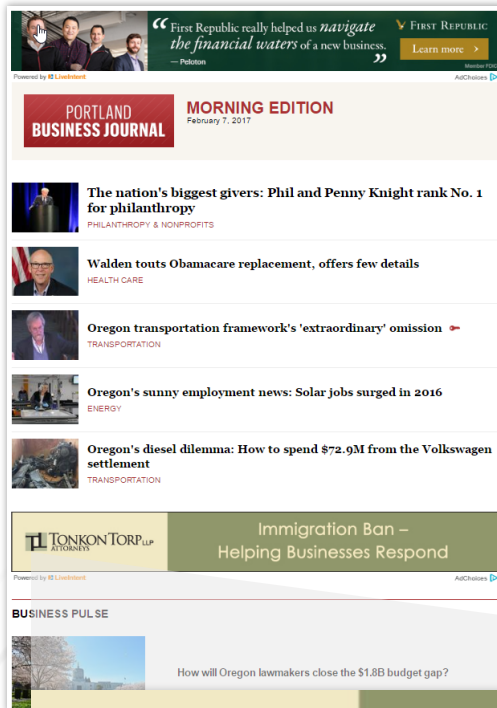
Client: Tonkon Torp LLP
Industry: Legal
Market: Portland, OR

Challenge: Reach a mobile audience; highlighting different practice areas of the firm.

Solution: Advertise within Portland Business Journal's mobile-optimized Morning Edition email newsletter with a consistent, year-long presence in the middle, 728x90 banner position.

Integrated Marketing Plan: The Morning Edition product was selected by the team at Tonkon Torp LLP based upon their own consumption habits, reaching readers first thing in the morning, and the mobile responsive nature of the product. Digital advertising placements allow Tonkon Torp LLP to actively rotate creative. They will be able to highlight different practice areas of the firm as well as keep the message topical, as seen with the example referring to the immigration ban imposed by President Trump.

Results: With active creative rotation, fresh URLs, topical creative, and plans to feature their own people, Tonkon Torp LLP is positioning their firm as progressive. As a long time advertiser of Portland Business Journal, Tonkon Torp has experienced success with their print advertisements and event sponsorships.

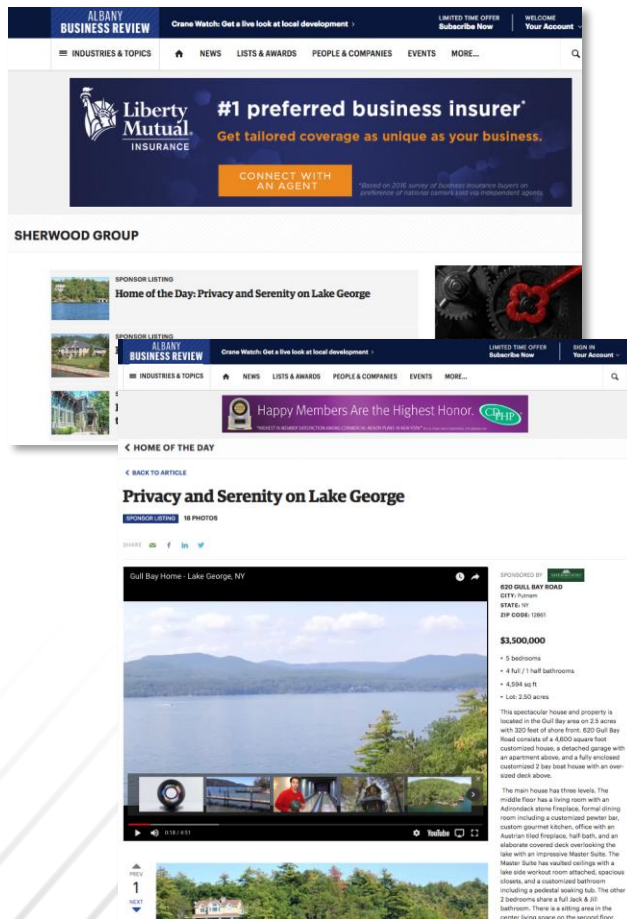


A broader client base for Sherwood Group

Client: Sherwood Group

Industry: Residential Real Estate

Market: Albany, NY



Challenge: Sherwood Group was struggling to sell a \$5.75 million property on Lake George in upstate New York. Although extremely successful in the luxury home market, Sherwood found this property challenging because of the sheer size and amenities and the fact that the home had been on the market for more than four years.

Solution: In order to gain exposure for this property, Albany Business Review presented Home of the Day, a product that was untapped in this market since its inception. Although the client presented a narrow-focused challenge of selling a particular property, the goal for Sherwood was to gain brand awareness in the Capital District outside of their Lake George home base.

Integrated Marketing Plan: Since Home of the Day promotion includes a multi-platform approach, the client received integrated native articles, promotion in daily emails, promotion on article pages and on our homepage, along with the property gallery.

Results: Sherwood Group found tremendous value in the Home of the Day product. The exposure helped them break into the Albany market, broadening their client base. In addition to exposure for the Lake George property, Sherwood gained two luxury home property listings directly from the Home of the Day campaign, proving the power of this product.

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Bucks games for client entertainment

Client: Milwaukee Bucks

Industry: Entertainment – Sports

Market: Milwaukee, WI

Challenge: The Milwaukee Bucks had no B2B-focused marketing strategy. The goal was to position Bucks games as ideal client and employee entertainment opportunities leading into the 50th season.

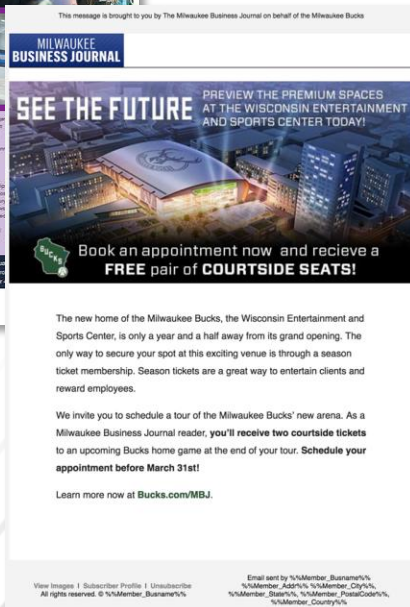
Solution: The Milwaukee Business Journal created an integrated media plan that included print, inserts and events, as well as dedicated emails.

Integrated Marketing Plan: The plan was targeted at businesses to create interest and awareness of corporate ticket and suite sales opportunities. The Bucks used the dedicated emails as a tool to create leads with a strong offer and call to action.

Results: The result was an outstanding ROI for the dedicated emails and the campaign as a whole. The Bucks have now allocated 2018 budget dollars for B2B marketing using Milwaukee Business Journal products and services.

"The digital email blasts sent in partnership with The Milwaukee Business Journal have delivered very good results for the Milwaukee Bucks. We've generated high quality leads and prospects. The e-blasts have likely been our best lead generation source this year."

Dustin Godsey
Chief Marketing Officer
Milwaukee Bucks



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CDW makes an impact with women in technology

Client: CDW
Industry: Technology
Market: Tampa Bay, FL

Challenge: CDW wanted to increase awareness and networking with CIO/CTOs in the Tampa Bay area. They also were interested in finding an avenue to discuss women in the technology field.

Solution: The Tampa Bay Business Journal presented several ideas focusing on events to both get in front of and create relationships with their target audience.

Integrated Marketing Plan: TBBJ collaborated with CDW on a new event – CIO of the Year. CIO of the Year awards is a recognition program, honoring IT executives and emerging leaders who have shown excellence in leading information technology. TBBJ also worked with CDW to put together a two-part roundtable discussion that focused on women in technology.

Results: “The CIO of the Year program has proved to be an exceptional platform for CDW in the Tampa Bay area. Through our partnership with the Tampa Bay Business Journal, this event has served as a rally point to celebrate Chief Information Officers and their staff with CDW serving as the common tie in the celebration of our target audience and customers. This event, as well as the VIP celebration, provides an unique opportunity for technology executives to meet across company lines, share stories of success and create lasting relationships that continue to transform the business community in the Tampa Bay area.

Our work together during the Women in IT Leadership Luncheon series has proved to make an impact on the quality of professional development and the future of mentoring for current leaders and emerging female professionals in the Tampa Bay workplace. I am looking forward to more promising, creative events with the Tampa Bay Business Journal to improve our relevancy with customers and make a connection with executives, while making a difference in the community.”

Michael Bock
 Sales Director
 CDW



WMATA/METRO increases event attendees

Client: WMATA/METRO
Industry: Transportation
Market: Washington, DC

Challenge: Washington Metropolitan Transit Authority (WMATA/METRO) was hosting a procurement fair for local businesses, but they were struggling with event registrations. They wanted to use the fair to educate businesses about upcoming procurement opportunities and help them register and bid on \$350+ million IT, bus, rail, construction, planning and real estate development contracts.

Solution: The Washington Business Journal created a campaign focused on reaching IT, construction, and commercial real estate companies and professionals. They also helped WMATA/METRO import digital industry lists from their site so WMATA/METRO could use the contact information to personally invite companies to the event.

Integrated Marketing Plan: The campaign included a full-page print ad, newsletter sponsorship, ROS campaign and a slider ad. There was a heavy focus on targeting IT, construction, commercial real estate developers, women-owned businesses and minority-owned businesses.

Results: WMATA/METRO was struggling with event registration until they started advertising with the Washington Business Journal. Once their ads started running, registration went from 150 to more than 700, which exceeded their goal of 600.

