

Gartner[®]

Gartner CSO & Sales Leader
Conference

Engaging the Right Audience Led to 10x ROI

Exhibitor Success Story

Learn more about Corporate
Visions success



Engaging the Right Audience Led to 10x ROI

Corporate Visions

Summary

Connecting with senior sales leaders is a significant challenge. However, Corporate Visions found success by leveraging the Gartner CSO Conference. Through meticulous preparation, impactful speaking engagements, and a comprehensive follow-up strategy, they effectively engaged with senior sales leaders and converted conversations into opportunities won.

Corporate Visions

Corporate Visions is a revenue growth services company specializing in improving the conversations and experiences that commercial teams deliver with buyers and customers. Their scientifically-backed growth plays are designed to enhance the integrated performance of marketing, sales, and customer success teams. In essence, Corporate Visions helps companies develop and deliver commercial interactions that win.

“The Gartner CSO Conference has generated a distinct, large cohort of very senior leaders, at prominent companies, that we have not been able to find anywhere else.”

Tim Riesterer,
Chief Strategy Officer,
Corporate Visions

Objectives

- Reach an influential audience of senior sales leaders and decision makers.
- Convert conversations to opportunities won.
- Engage with existing customers and new business units.

Solutions

- Platinum Exhibitor, 2023
- Premier Exhibitor, 2024
- Premier Exhibitor, 2025

Why Gartner

- Audience of highly concentrated decision makers and senior sales leaders
- Access to Gartner clients who prioritize strategic insights and research
- The Gartner brand and ecosystem
- Opportunity to engage with current customers on key trends and needs
- Platform to educate ICP on solution and increase brand awareness.

Results

- 10x ROI in pipeline contributions and even more in influenced deals in 2023
- Increased impactful interactions with hard-to-reach sales leaders
- Expanded relationships with current customers
- Advanced strategic partnerships with complementary tech companies

Keep reading to learn how they achieved success with Gartner



Corporate Visions Drives Growth Through Strategic Planning

The Age-Old Question: Is It Worth It?

When deciding whether or not to sponsor an event, the question often boils down to four words: is it worth it?

For Corporate Visions, the answer for CSO is a resounding yes.

Salla Eskola, Director of Marketing at Corporate Visions, emphasized the value of the conference: "If you are looking to get in front of sales leaders, then CSO is one of the most esteemed events that you can go to. So it's worth the investment."

The investment paid off for Corporate Visions. In 2023, they received a 10x return in pipeline growth and even greater impact on influenced deals.

Tim Riesterer, Chief Strategy Officer at Corporate Visions, stated, "It's hard to get access to sales leaders." They rarely attend events in the critical mass needed to produce meaningful results.

Yet, "the Gartner CSO Conference has remarkably generated a large cohort of very senior leaders, at prominent companies, that we have not been able to find anywhere else," Tim explained.

Having access to the right people at the right time makes it an easy "yes" for Corporate Visions year after year.

Salla added, "the Gartner brand is so well known that we know there's going to be really good professional, research-backed content, the right people, and revenue leaders who want to stay on top of their game."

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Salla Eskola, Director of Marketing at Corporate Visions

Converting Conversations to Opportunities

Corporate Visions' success at CSO wasn't left to chance. The team meticulously planned to ensure that they would have purposeful interactions that could result in opportunities won.

One key part of their strategy is utilizing their speaking session to meaningfully engage with sales leaders. Tim shared that, "part of the partnership and sponsorship we value, frankly the most, is an opportunity to get up and speak at this conference."

Speaking at CSO increased their booth traffic enormously and goes hand-in-hand with their overall event strategy—convert conversations to opportunities.

When preparing, they review the core topics that will be presented at CSO and tailor their speaking sessions to what sales leaders are most interested in.

"We make sure what we present is really relevant, original, and insightful," Salla shared. This strategy, partnered with alignment to the themes and pillars of CSO, helps their presentation resonate with the audience.

Another critical aspect of their preparation was ensuring they had the right people at their booth.

Salla explained, "we make sure we've got enough experts there so that we can talk to as many of the sales leaders attending as we can. It's a great opportunity not just to get in front of new prospects, but to engage with existing customers."

Tim added, "we let our salespeople know what companies have registered to be there. We encourage our sales force to set up meetings with their contacts at those companies, ensuring purposeful interactions rather than just relying on serendipitous booth visits."

Corporate Visions Drives Growth Through Strategic Planning (continued)

Long-term Impact

The long-term impact of participating in the CSO conference goes beyond the immediate ROI. Salla noted, "in our space, some of the sales cycles are really, really long. These events plant the seed."

If a potential buyer isn't ready for their solution, they know they will most likely see them at the next CSO conference and continue their discussion.

While acquiring new customers is key focus, engaging with current customers is equally as important.

Salla explained, "some of the bigger enterprise customers we work with have several departments. Our relationship might be more towards a single division or a single department, whereas at Gartner they tend to send everyone in. This gives us the potential of getting in front of new divisions and new people, and even potentially getting introductions on site across teams and divisions."

Post-Event Strategy

Continuing the theme of purposeful interaction, Corporate Visions created a post-conference strategy that is as tailored as their on-site strategy.

Salla explained, "for the people we've spoken to, we send follow-up emails and make sure that each rep is aligned in trying to follow up and dive deeper into what was identified as a challenge at the time."

They also utilize a multi-tiered post-conference strategy that ensures the momentum built on-site is continued long after the event is over.

Tim outlined their three tiered approach as:

1. **Tier 1- Engaged in conversations at the booth:** "There's people that come by the booth and have engaging deep, almost discovery conversations. These leads are prioritized for immediate follow-up because they have shown a high level of interest and engagement."
2. **Tier 2- Attendees of Speaking Sessions:** "Then there's the folks who come to hear us speak, which are then scanned badges. Even if they didn't stop by the booth, we know they put up with us for 45 minutes and heard a certain message. These attendees are targeted with follow-up communications that reference the content of the session, making the outreach more relevant and impactful."
3. **Tier 3- General Attendees:** "And then the third is, you were at the conference and we didn't see you, but you still are the type of person who needs to hear how we solve for these problems. This broader follow-up ensures we capture the interest of attendees who might have missed our booth or sessions but are still highly relevant prospects."

Opportunities Converted to Growth

The ROI from exhibiting at the CSO conference has been significant for Corporate Visions. Salla shared, "for 2023, we had really, really good ROI from it—over 10 times our original investment. That prompted us to do an even bigger package this year." While 2024 results are still being tracked, the company is optimistic about multiplying their investment several times over.

Gartner®

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