

# Converting Conversations to RFPs and Deals

Exhibitor Success Story

Learn how iCrossing drove success  
with Gartner



# Converting Conversations to RFPs and Deals



## Summary

When iCrossing wanted to make sure large enterprises facing complex digital challenges knew about their full range of services, they turned to Gartner. Sponsoring Gartner Marketing Symposium/Xpo™ allowed iCrossing to reach potential clients when they were primed to talk about needs and learn about solutions. RFPs and deals followed..

## iCrossing

iCrossing is a full-service digital partner that connects marketing and technology across strategy, design, technology, and data to drive large-scale digital transformation with tangible business outcomes. Typical integrated services include research, data insights, data-driven digital design, technology selection, digital implementation, optimization, SEO, and media. Their clients include Toyota, Boeing, L'Oreal, Shell, Amex, Bridgestone, T-Mobile, and Hilton.

**“A lot of the follow-up was almost more of a continuation, where we were ready to schedule a meeting and talk about next steps.”**

- Richard Gatewood, VP Digital Solutions, iCrossing

## Objectives

- Reinforce iCrossing's position as a strategic partner in digital transformation.
- Connect with enterprise clients in a consultative setting.
- Expand awareness and showcase the breadth of iCrossing's capabilities.

## Solutions

- Platinum sponsor 2023, Premier sponsor 2024 and 2025: Gartner Marketing Symposium/Xpo, Denver
- Premier sponsor 2025: Gartner Marketing Symposium/Xpo, London

## Why Gartner

- Audience of highly placed decision makers and influencers
- Attendees in a strategic frame of mind and ready to learn
- Opportunity to sync with Gartner themes to advance conversations

## Results

- First year: Three RFPs closed in three months
- Second year: Triple the opportunities; multiple RFPs in progress

Keep reading to learn how they achieved success with Gartner



## How to turn booth visitors into clients

### Be ready to talk solutions

There's selling, and then there's talking with potential clients in a way that draws out the problems they're facing and explores potential solutions. That's the consultative approach, and according to leaders at iCrossing, it's critical to success at Gartner events.

"Gartner events are different," says Richard Gatewood, vice president of digital solutions at iCrossing. "It's not just that the audience tends to be more senior; the attendee mindset is different. Gartner programming puts people in a strategic frame of mind. They want to talk about ways to meet the challenges they've been hearing about in sessions."

"The client should be able to have an experience that educates them," said Gatewood. "We want them to feel that it's a mutual value exchange when they're talking to us in the booth and it's not just all sales."

To offer that level of interaction requires three steps: Study the attendee list. Study the Gartner program themes. Put together a deep and broad team of experts that knows how to level-up conversations.

But first, set your goals.

"We went in with very refined goals," said Gatewood. "What type of leads we wanted to generate, how we would be successful. That really helped guide us and ensured we were focused and well prepared."

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### Build on event themes

Dmitry Klebanov, global president at iCrossing, knew from looking at Gartner attendee stats and data that the audience they most wanted to reach would be there. But again, mindset was key.

"Compared to other conferences, there was a large number of clients versus vendors," said Klebanov.

That meant people would have time for more in-depth discussions the kind of conversations where the team could demonstrate the depth and breadth of what iCrossing can do. Gatewood and his team wasted no time getting to know the universe of likely attendees.

"We did a lot of research into who was coming, why they were coming, and what the content of the conference looked like, so that we could position what we bring in a supportive way."

Getting familiar with the conference themes and trends helped iCrossing align their messaging with what would be top of mind for attendees. From signage to collateral to use cases and sessions, everything had to be in sync with the conference vernacular. Then it was time to make sure everyone got the memo.

"We coached the team extensively," said Gatewood. "We tried to make sure that everybody understood the context of the conference and could speak in language that was harmonious with it."

iCrossing brings a large team covering different facets of the business, from strategy and research through deployment and optimization, so there's always an expert on hand.

"We make sure we have representation across our entire ecosystem," said Gatewood. "As we're engaging with a client, and we begin to find out what their need is, we can call in the right people."

## How to turn booth visitors into clients (continued)

### Keep the conversation going

During the event, the team meets at the end of each day to debrief and strategize. Once the conference is over, they gather again to discuss leads, consolidate notes, and craft a cohesive post-event plan.

Follow-ups are fast, personalized, and focused on next steps.

“We follow up immediately, so leads don’t go cold, and address the topics and pain points the team discussed with them,” said Klebanov. “People get frustrated if they spend time talking to you and then just get a generic email.”

This is where all that attendee research, alignment with conference themes, and onsite expertise pays off. Having had substantive conversations about real problems and solutions means there’s no need to start at the beginning.

“A lot of the follow-up was almost more of a continuation, where we were ready to schedule a meeting and talk about next steps to be able to put together a proposal,” said Gatewood.

Rather than traditional nurture emails, Gatewood’s team leaned into the relationships established on the show floor to take the next steps toward working together, such as executing mutual NDAs.

“It’s like we’ve already had our first meeting,” he explained, “now we’re ready to get into starting to work together and putting together solutions to problems.”

Gartner provides the right people in the right frame of mind, says Klebanov. It’s up to you and your team to be ready to maximize that facetime onsite while you have the chance.

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