



Client:	Cisco
Project:	Cisco Smart Care Launch 2008
Date:	13th June 2008

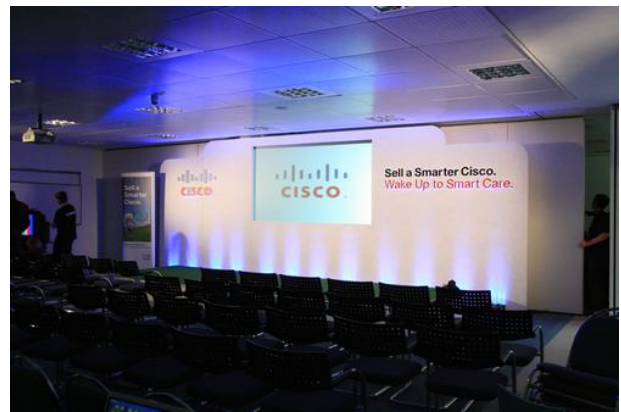
Blue Dog were asked by Cisco to produce the European launch of Cisco Smart Care, a scheme already running in the US, designed to 'engage, enthuse and inspire' Cisco's European internal sales team.

In the initial stages of the project, a four week teaser campaign was created to drum up interest, with poster and web based promotions leading up to the event date and event kits collated and distributed to other European locations.

Blue Dog provided full event management on the launch day from organising seminars to producing the staging and graphics, providing sound and lighting requirements and hiring sales performance guest speaker, Jim Steele.

Blue Dog supplied dynamic promotional staff, 'the Smart Squad', who encouraged the Cisco sales team to attend the seminars and communicate Cisco's business message, "Sell a smarter Cisco".

The Cisco Smart Care 'wake-up' event was a notable success and enabled Cisco to convey their business message in a stimulating and interactive way.



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