



CASE STUDY

TIE's Role in Driving Attendance for Canidium's ITC Vegas Happy Hour

SAP-Funded Event | USA
October 2025

Introduction

Canidium partnered with The Intelligent Enterprise (TIE) to drive demand generation for an exclusive happy hour at Libertine Social, Las Vegas. The goal was to attract decision-makers to an intimate discussion on what it means to become a Carrier of Choice in today's market.

This collaboration aimed to leverage TIE's expertise in demand generation in North America to achieve significant business outcomes for Canidium.

Challenges Faced

Before partnering with TIE, Canidium had secured SAP funding to invest in business development, presenting a clear challenge: how to maximise the impact of this investment. They needed a strategic approach to attract senior insurance decision-makers to an exclusive in-person event and ensure the engagement was meaningful enough to translate into real business and pipeline opportunities.

About Canidium

Canidium is a global software consulting company based in Fort Collins, Colorado, that specialises in optimising sales performance and operations.

They help businesses maximise revenue and streamline processes through technology-driven solutions, implementing and supporting platforms such as SAP Sales Cloud and Xactly. Canidium is known for its culture of integrity, empowerment, and customer advocacy.



TIE's Solution

Our most requested service from SAP partners is audience acquisition because we know how to get high-quality delegates to attend on the day, and are proud of our higher than industry-standard attendance rate. We did this for Canidium by implementing a unique and comprehensive demand generation strategy, including a targeted multi-touch marketing campaign with personalised outreach and our expert-led consultancy. This helped Canidium plan and host an exclusive, high-impact happy hour at ITC Vegas, while TIE's advanced in-house data analytics ensured the right insurance decision-makers were in the room.



Happy Hour Outcomes

30

Qualified Attendees

Delivered against a **target of 40+ registrations and 20 attendees**, the event significantly overachieved expectations, resulting in 30 qualified, senior-level attendees on the day. TIE's **targeted, multi-touch demand generation strategy ensured strong registration volume** and an above-industry-standard attendance rate, bringing the right insurance decision-makers into the room and creating a **highly engaged, high-value environment for meaningful conversations** and pipeline-building opportunities.



Testimonial



TIE Events was fantastic to work with. Their initial design of an event landing page was very close to what we wanted, and subsequent changes were executed lightning quick. We were very happy with the attendance with our event.

Matt Sodnicar
Canidium

Future Outlook

Following the success of the Happy Hour event, Canidium plans to continue its collaboration with TIE to explore further demand generation opportunities and build pipeline. The partnership aims to focus on long-term growth and sustained engagement with potential clients.

Interested in achieving similar results? Contact The Intelligent Enterprise for a consultation and discover how we can help you drive significant business outcomes through strategic demand generation.