



CASE STUDY

SAP Chicago Roadshow Series

Driving Senior Enterprise Engagement Across HR and CX Transformation

TIE's Vision

TIE's goal was to help SAP build stronger engagement with enterprise HR and CX leaders ahead of its Chicago roadshow events. The campaigns were designed to move beyond standard event promotion by creating relevant conversations around AI, connected data, and business transformation.

By combining targeted outreach with tailored content experiences, TIE helped position the SAP roadshows as valuable opportunities for enterprise decision-makers exploring the future of intelligent business operations.

The focus throughout the campaigns was on attracting senior audiences most aligned to SAP's transformation messaging while supporting stronger event engagement and long-term pipeline opportunities.

TIE's Strategy



TIE's Solution

Prospects engaged through the campaigns were guided toward tailored registration journeys aligned to their business interests and transformation priorities.

TIE also supported audience validation and qualification through direct engagement, helping SAP identify enterprise attendees best suited to the roadshow experience and follow-up opportunities.

About The Events

SAP hosted two executive roadshow events in Chicago focused on the future of Customer Experience and Human Resources transformation.

The events brought together enterprise leaders to explore how AI, connected data, and intelligent technologies are reshaping business operations, workforce strategy, and customer engagement.

TIE's Strategy

TIE developed a focused demand generation approach designed to engage senior HR, CX, and enterprise stakeholders across key target accounts in Chicago.

Using audience segmentation, personalised outreach, and messaging aligned to SAP's AI and enterprise innovation themes, the campaigns were built to generate higher-quality registrations and encourage meaningful event participation.





Results

Despite having only 9 marketing days to deliver, the SAP Chicago Roadshow Series successfully engaged senior HR, CX, and enterprise decision-makers, helping drive valuable event conversations and post-event opportunities for SAP.

73%
average
attendance rate

15 qualified
registrations secured

11 senior
enterprise attendees

Key Outcomes

1

Senior Enterprise Engagement

Successfully engaged HR, CX, and enterprise leaders exploring AI-driven transformation.

2

Strong Attendance Quality

Delivered high attendee conversion rates through targeted outreach and qualification.

3

Enhanced SAP Visibility

Strengthened awareness around SAP's AI-powered enterprise solutions and innovation strategy.

4

Qualified Pipeline Opportunities

Generated valuable post-event conversations and follow-up opportunities.



TIE understood exactly who we wanted to reach and delivered an audience that made the event worthwhile. The quality of engagement spoke for itself.

Gabrielle Henry

HCM Senior Execution Specialist,
HCM and CX at SAP

Conclusion

The SAP Chicago Roadshow Series highlighted the impact of focused enterprise event marketing in connecting SAP with senior HR, CX, and business leaders exploring AI-driven transformation. Through targeted outreach, tailored messaging, and audience qualification, TIE helped create stronger engagement before, during, and after the events.

The campaigns not only delivered high-quality attendance but also strengthened SAP's positioning around intelligent enterprise innovation, helping generate valuable conversations, relationship-building opportunities, and future pipeline growth.