



TEAM Polycom 2016 Communications

Final Pre-Event Metrics

Summary

- Integrated Communications Program
 - Generally positive feedback throughout the entire campaign
 - Good open rates on email communications
 - Strong results with blogging + social
- The Rolling Thunder Approach Worked
 - Executive/Internal Communications
 - External Email communications
 - Blogs/ Social
 - Web (Secondary Touch Points)

Integrated Communications

September 9 through Dec 11 2015

- Internal Briefings
- Executive Communications
- SalesConnect/PartnerConnect
 - Hero Graphic
 - TEAM Polycom Narrative
 - Email template + instructions
- Partner/Sales Email Communications
- Blogs
- Social

TEAM Polycom 2016
January 11-14, 2016
Gaylord Opryland Resort & Convention Center
Nashville, Tennessee

TEAM Polycom 2016
January 12-14, 2016
Gaylord Opryland Resort & Convention Center
Nashville, Tennessee

CHANGE THE GAME

Agenda Now Available
designed to support our joint success with our partners and announcements. We will change the game and compete for market share and grow our market share. TEAM Polycom 2016 will

Registration and special promotions end on November 20.
ice during the Early Bird Registration period. To date,
extend attendance to individuals within their organizations.

Throughout this week to drive registrations. Please also reach
full advantage of these time sensitive promotions that end

RESOURCES

ice President

TEAM Polycom 2016
We are excited to announce that this community will go live on September 9 through December 11, 2015.

TEAM Polycom 2016 is designed to help you plan to take our business to the next level and innovation roadmap, our EXPO Exhibit area from Polycom's are to ensure our partners leave Nashville with solutions offer and are ready to get

The following resources have been your partners:

- TEAM Polycom 2016 Narrative
- TEAM Polycom Email Template

To help drive attendance, we have regions. Partners who act quickly registers during the Early Bird Registration period.

Thank you in advance for helping to Good Selling.
Jim Kruger, Chief Marketing Officer

我们非常荣幸地宣布: **TEAM Polycom 2016注册现已启动!** **立即注册**

TEAM Polycom 2016 将于 1 月 12 日至 14 日期间在世界乡村音乐之都——美国田纳西州的纳什维尔的盖洛德奥普里兰德酒店和会议中心 (**Gaylord Opryland Resort & Convention Center**) 盛大举行。

即将步入第八个年头的 TEAM Polycom, 一如既往地获得来自 Polycom 全球合作伙伴的高度赞誉。继 TEAM Polycom 2015 举办之后, 98% 的与会者表示不虚此行, 亲临大会现场对于识别增加营收的途径和提前洞察 Polycom 战略、充分把握新兴市场机遇具有非常宝贵的价值。这一年度盛事之所以每年都能吸引众多合作伙伴纷至沓来, 主要原因在于可以及早知晓 Polycom 的战略、愿景和创新思路; 与管理高层进行沟通; 了解全新的产品上市策略; 深入交流并现场体验来自 Polycom 顶级技术合作伙伴的互动演示。

2016 年的活动势必更加精彩。今年, Polycom 全球销售团队将来到现场, 为您带来更宝贵的交流、学习与合作机会, 从而加速销量提升并推动“随时随地、视讯无阻”的未来工作场所理念。

请立即注册并锁定 TEAM Polycom 2016 名额。现在注册可享受限时折扣优惠及特别待遇。

您的到来对于我们 2016 年携手共进非常重要! 为此, 我们为不同公司建立了专属的注册代码。注册时请填写公司代码, 以便贵公司代表通过注册获得限时的优惠待遇。请联系中国区 Channel Marketing 负责人 Melinda Wang 咨询公司代码及相关事宜。

立即注册

TEAM Polycom 2016 期待您的光临!

顺祝商祺
Jim Kruger, 首席营销官兼执行副总裁

REGISTER TODAY

Registration Code:

Look forward to hosting you in Nashville, Tennessee at TEAM Polycom 2016!

Selling,

Jim Kruger, Chief Marketing Officer and Executive Vice President

Polycom 2016 is "the" place to discover how to leverage Polycom's gaming solutions to drive sales, expand into new markets and extend customer loyalty. Your agenda is now available and focused on providing insight into Polycom's ability to help you accelerate revenue growth in 2016 and beyond.

Take the opportunity to meet and network with key members of Polycom's partner team during TEAM Polycom 2016. Microsoft has signed on as a 5-Star EXPO or and ScanSource has secured a 4-Star EXPO sponsorship. Senneheiser, E, EPSON, Barco, Westcon, Vixi Corporation, myVRM, Eceptionist, Broadsoft, ath, IBM, JIVE, Interactive Intelligence, GENBAND, BT, Life Scape, Check Point bra are all returning 3-Star sponsors and will feature their solutions in the EXPO to you expanded offerings to meet your customer's needs.

Register today to take advantage of the early-bird registration rate and time sensitive promotions available until November 20, 2015!

A company-specific code has been developed to support your registration. The code below is required at registration and entitles individuals at your company to a special TEAM Polycom 2016 registration promotion.

REGISTER TODAY

Metrics

- Integrated Promotional Campaign

- Outstanding internal/external emails
- Strong results from blogging and social in primary touch points to Polycom sales and partners
- Web Metrics goals were not achieved
 - Top 5 in Q4 overall web page visits SalesConnect: As of today , currently #11
 - Top 5 Downloads Sales Connect , TEAM Polycom Narrative: **As of today, did not achieve, current not in the top 20**
 - Top 10 overall web page visits PartnerConnect: **As of today, did not achieve, current not in the top 20**
- New for TEAM Polycom 2016, Email Templates in Salesforce
 - Limited use by sales

APPENDIX: Metrics at a Glance

Email Campaign Metrics

Email	Actual Unique Open Rate	Actual Unique Click through Rate	Goal Unique Open Rate	Goal Unique Click through Rate
TP Email Channel 2 Internal Update	85%	12%	50%	5%
TP Email Sales 2 It Time To Register	82%	11	50%	5%
TP Email Partner 2 Registration Now Open	34%	6%	40%	5%
TP Email Channel 3 Internal Update	70%	8%	50%	5%
TP Email Partner 3 Early Bird Now Avail	29%	5%	40%	5%
TP Email Channel 4 Internal Update	84%	8%	N/A	N/A
TP Email Partner 4 Agenda Now Available	76%	10%	40%	5%
TP Email Channel 5 Internal Update	80%	8%	50%	5%
TP Email Partner 5 Early Bird Ends Soon	58%	8%	40%	5%

Email Campaign Metrics

Email	Actual Unique Open Rate	Actual Unique Click through Rate	Goal Unique Open Rate	Goal Unique Click through Rate
TP Email Channel Internal Update 6	78%	3%	N/A	N/A
TP Email Partner 6 Registration Closing in Two Days	58%	3%	40%	5%
TP Email Partner 7 Guest Speaker Announced	50%	2.5%	50%	5%
TP Email Partner Registrations Closes Today	76%	3%	40%	5%

Social/ Blogs

- **878,311 impressions from social to date!**
 - 143 social mentions, solid engagement
- **TEAM Polycom 2016 Registration Now Open**
 - 1,289 views to date (posted on 9/15)
- **TEAM Polycom Heads To**
 - 4,426 views to date (posted on 8/13)
 - #1 spot in Google searches for TEAM Polycom 2016

