

1

How to achieve 140 managers within 6 hours? ... and realizes a response rate in excess of 75% within two days? prindoz provided impressively AIDA Cruises 2008 Leader Convention with a "Goody". In the morning of the one day summit AIDA collected an image and/or a personal statement from each attendant. Within six hours prindoz created all necessary databases and logics from within the excel files and images. Result was a 4-sided brochure which contains the image and/or statement of the attendant together with a personal URL.



2

How to motivate managers to see corporate videos after a full day of hard company facts? Just use a personalized eye-catcher to make them curious to see the other videos and search for further personalizations. The personal website offers much more than simple videos. At the personal site the attendant can see his statement, his image and his special movie. Packed as an appetizer, the name, image and the logo of AIDA is presented within a real video, personalized/individualized.



3

An eMail-reminder at the morning after the event caught the attention again, to make the attendant visit his PURL and see the corporate videos. 140 managers, more than 75% watched their personal website and viewed their video, more than 40% viewed it twice times, same with the corporate videos. Client was surprised that it is indeed possible to catch the own team.

