



Delivering an improved exhibitor experience.

dmg events Global Energy books exhibitors in a fraction of the time using Adobe Sign, Salesforce CRM, and Conga Composer.



"Working with Adobe Sign, Salesforce CRM, and Conga Composer reduces work for sales and provides a smoother and error-free experience for exhibitors."

Lee Taylor, Head of Commercial Systems, dmg events Global Energy

SOLUTION

Adobe Sign, an Adobe Document Cloud solution

Salesforce CRM

Conga Composer

RESULTS



Send **HUNDREDS** of custom contracts in hours



REDUCE administrative work through automation



Deliver accurate contracts in **SECONDS**



AUTOMATICALLY receive alerts for faster invoicing



dmg events Global Energy

Established in 1989

Employees: 150 employees across offices

London, United Kingdom

www.dmgenergyevents.co.uk

CHALLENGES

- Deliver excellent customer experiences by making contracts fast and easy to sign
- Improve internal efficiencies through automated processes
- Expand usage of the Salesforce platform for a more consistent and professional customer experience

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dmg events Global Energy*

Connecting industry leaders

Face-to-face meetings are one of the best ways for people to form deeper personal connections. Since 1989, dmG events has created a global portfolio of events that bring relevant information to businesses and associations. A wholly owned subsidiary of the Daily Mail and General Trust plc, one of the largest media companies in the United Kingdom, dmG events manages over 80 events in up to 25 countries every year.

dmG events Global Energy works with key stakeholders in the business-to-business energy industry to develop exhibitions and conferences that are both topical and practical. Exhibitions may feature hundreds of exhibitors and speakers ready to connect with the thousands of visiting fellow industry professionals.

“Our sales team works hard to provide superior service and customer experiences that not only bring in new exhibitors, but also keep our current ones coming back every year. However, managing hundreds of new and returning exhibitors can take a lot of time,” says Lee Taylor, Head of Commercial Systems at dmG events Global Energy. “My job is to help the sales team work more efficiently to provide great service with less effort.”

dmG events introduced Salesforce CRM to help sales representatives better manage opportunities, but getting the final contracts signed could still take days. By implementing electronic signatures into the workflow, dmG events could completely digitize the process for increased time savings. After looking at several options, the company chose Adobe Sign, an Adobe Document Cloud solution, combined with Conga Composer for fully automated signature workflows.

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Sending contracts in seconds

A successful exhibition needs to include a diverse selection of industry leaders and innovators. Each sales representative may work with hundreds of potential exhibitors leading up to an event. Salesforce CRM helps the representatives organize their opportunities into a central location that can be accessed and viewed by any stakeholder.

Sales representatives process an average of 150 contracts a month. Before implementing Adobe Sign, they would fill in the three-page exhibition contract by hand based on information from the Salesforce record, and then scan and email it to the exhibitor for signing. The next step was a waiting game. Some exhibitors would sign and return the contract right away, while others could take days to review, sign, and return the contract.



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Adobe Sign enables dmg events to automate the process for a fast, accurate contracting workflow. Once the exhibitor is ready to sign a contract, the sales representative can draft and email the contract with just a few clicks. Information is pulled directly from the Salesforce record, reducing errors, and the exhibitor can view and electronically sign the contract over any internet connection.

"Adobe Sign makes signing and returning contracts much more convenient for our customers," says Taylor. "Drafting and sending a contract via Adobe Sign takes only a matter of seconds in Salesforce. Sales representatives can even send a contract while on the phone with a customer and answer questions right away."

Automation continues to streamline processes once the contract is signed and returned. The contract is automatically attached to the opportunity and the Opportunity Stage in Salesforce is updated. Email notifications alert sales and finance departments that an opportunity has been completed so that additional steps including invoicing can start immediately.

"Previously, there was so much for sales representatives to do that they might forget to upload signed paper contracts or alert stakeholders for further steps," says Taylor. "Adobe Sign helps us remove those manual steps so that sales representatives can spend more time talking to customers and prospects and building out the most innovative mix for our exhibitions and conferences."

Saving days by reaching all exhibitors at once

One important job for sales representatives is rebooking current exhibitors for future exhibitions. There are many exhibitors who want to return to an exhibition year after year to network with fellow professionals and share their latest advances, projects, and discoveries. Previously, dmg events sales representatives would handle much of the rebooking during the exhibition, but this required a great deal of time to hand out and collect contracts on the show floor.

Conga Composer works with Adobe Sign and Salesforce to draft and send hundreds of contracts at once with minimal effort. Conga Composer pulls information from the current exhibitor's Salesforce records into electronic templates. Since sales representatives are using electronic templates instead of pre-printed forms, the terms and conditions are always consistent and up-to-date for all exhibitors.

With Adobe Sign, Salesforce, and Conga Composer working in tandem, sales representatives can send hundreds of custom contracts in hours versus having to spend several days drafting and sending contracts one by one. "Conga Composer enhances our Salesforce and Adobe Sign workflow by eliminating days of administrative time for our sales representatives," says Taylor. "We can complete next year's rebooking process even before this year's event starts, giving sales representatives more time to connect with exhibitors and sponsors during the event."



SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign
- Salesforce CRM
- Conga Composer

For more information

<https://acrobat.adobe.com/us/en/sign.html>



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Having achieved greater productivity for the sales team, dmg events is looking at expanding its use of Adobe Sign to other areas, such as signing the standard waivers given to speakers at conferences.

“Working with Adobe Sign, Salesforce CRM, and Conga Composer reduces work for sales and provides a smoother and error-free experience to our exhibitors,” says Taylor. “We’re dramatically benefiting on both sides, which is a huge win for dmg events.”