

IABC/Atlanta Golden Flame Award WORK PLAN

Entry Name: *Teradata Times* – PARTNERS Show Daily

Category Name and number: 2A. Newsletters/Newspapers – Total Effort

Overview. *Teradata Times* was published daily at the 2005 PARTNERS conference held in Orlando, Fla., September 18-22, 2005. A record 3,200 attendees came to PARTNERS, the world's largest data warehousing conference, organized by and for Teradata's customers.

Target Audience. There were multiple audiences for the paper – including, Teradata customers, prospects, partners, industry analysts, and the media as well as Teradata employees.

Statement of Objectives. Our top objective was to help supplement the conference mission, which is to provide a forum for Teradata® users and prospects to share ideas, learn about new advances in data-warehousing technology, and discover new ways of using the technology to meet their business objectives. A second objective was to provide some organization to the conference sessions and happenings so attendees would be able to take full advantage of what PARTNERS had to offer them from both an education and networking perspective. Other objectives were to inform, educate, entertain, and give the event attendees a sense of their importance at this annual gathering. We had to balance the need to cover events, promote sessions, provide print space for paying conference sponsors, space to promote the tradeshow vendors who participated in the expo portion of the event, and cover the attendees without appearing too much like a Teradata advertisement. We also were committed to providing unbiased coverage and information.

Format. *Teradata Times* consisted of five daily 4- or 8-page four-color printed papers and daily online editions available to event attendees (via kiosks located throughout the conference venue), as well as those Teradata employees and other customers and prospects who couldn't attend the conference. The conference featured several keynote speakers and entertainment opportunities, as well as technical sessions. The scope of the target audience and the extensive conference itinerary required creative thinking regarding planned coverage and content. Our creativity was best exhibited in our planning approach, reporting style, and photography that resulted in a product that was delivered on time, on budget, and on message.

Method. We planned most of the content well in advance of the conference and also designed the paper's masthead and static graphics in advance. We wrote shells of stories before arriving on site so we could fill in the details and minimize the amount of research and new writing at the venue. We were faced with a daily deadline at the conference of having all content sent to the printer by 7 p.m. each day for production of the next morning's paper. That included covering that day's evening events. We relied on technology -- digital cameras and high-speed Internet -- to get the files to the printer in a timely manner. The online edition featured four or five of the top stories from the printed paper.

We also provided links to download PDFs of the print editions, as well as links to the PARTNERS home page, local weather, and CNN.com. The paper was delivered and available by 7 a.m. each day. As an added resource to the on- and off-site media, we created a web site of all photos taken during the conference, giving the media images to use for any stories they filed about the conference.

Our reporting style was extremely creative. We were intent to not be another conference newspaper with superficial coverage; instead, we strived to provide unique insight that went deeper and made the paper a must-read each morning. For example, instead of reprinting a press release about new software, we spotlighted the chief Teradata architect behind the release and a customer that had input in the release's features and user-friendly interface. We also did a Q&A with a Gartner Group analyst about a hot issue – RFID – in advance of his talk, and featured

Teradata's new R&D leader, who gave attendees a sneak peek at Teradata's roadmap for growth. Finally, we captured the voice and images of average attendees wherever possible, including a column, "Question of the Day."

Finally, we had personnel hand out the papers to attendees at strategic locations at the conference, eliminating wasted papers. In previous years, the issues were stacked on racks, resulting in us having hundreds of each issue left over. In 2005, we eliminated waste by printing a smaller quantity initially and handing out the issues. Consequently, there were no issues left over at the end of the day.

Budget. Total budget was \$60,000 for print and online issues. We printed 2,000 papers each day, and had an on-site staff consisting of a Teradata employee who served as managing editor and oversaw the entire editorial and production effort. A vendor was hired to fill in other key roles. They included one remote writer, an on-site writer, two editors (web and print), a production person and a layout person, as well as one full-time and one part-time photographer. We came in \$3,000 under budget as a result of effective negotiations with vendors to get the best possible pricing, eliminating waste by adjusting print quantities, and meeting the daily print deadline, which resulted in not having to pay additional charges for late files.

Evaluation & Results. The PARTNERS Steering Committee, comprised of Teradata customers and employees, considers the *Teradata Times* an integral engagement tool at the conference and enthusiastically endorses the paper's presence each year. Every year, the committee reviews all aspects of the conference, including the daily newspapers, and decides whether or not to carry the program forward to the next conference. For the first time, we had no papers left each day during the 2005 conference – indicative of the popularity of the paper.

In an evaluation survey to assess the overall conference experience, one attendee wrote, "The [*Teradata Times*] Daily News was a wonderful way of keeping track of what going on since there was so much to become involved with."

The media accessed our photo archive for several articles, enhancing conference coverage with photos that helped communicate the excitement of PARTNERS. Of course, our biggest indication of success is whether we get an even larger turnout to the conference the next year as a result of attendees feeling engaged and part of this community. We believe that *Teradata Times* contributed to the growing momentum and awareness of PARTNERS as the premier data warehousing conference. The 2006 conference, scheduled for September 17-21, 2006, is expected to exceed the record attendance numbers from the previous year.