



ICTEL Expo 2016  
NEWSLETTER

# CASE STUDY.

ICTEL Expo 2016 is a professional trade show that focuses on the growth and trends of the ICT and Telecommunication industry. Organized by the Lagos Chambers of Commerce and Industry (the premier chamber of commerce in West Africa), ICTEL 2016 took place in the city of Lagos, The commercial nerve center of West Africa. The three days event was slated for 26th to 28th of July, 2016.

The aim of ICTEL is to stir conversations and valuable exchange of ideas on innovation and trends in the fast growing digital eco-system in Nigeria. The expo also offers an excellent networking opportunity for business decision makers, innovation managers, start-ups, ICT academics, OEMs, venture capitalists, and other players in Nigeria's ICT sector.

RDM was charged with generating leads and creating a fully customized newsletter. We ensured that all layers were organized in groups and were fully editable. We included header captions and impressive “call to actions” to increase Click through and improve readers' engagement. The results were very remarkable as such we achieved a 25% Open rate and a Click through rate of over 15%. Our Clients were pleased with the striking results as the turnout at the event was incredible.

