

CASE STUDY · CONFIDENTIAL

\$50B+ Mega Development Leadership Forum

High-Level Delegate Acquisition & Guest Management



Made with GAMMA

PROJECT OVERVIEW

A High-Stakes Engagement

Sajilni was engaged to manage end-to-end guest acquisition and registration for a landmark forum tied to a **\$50B+ mega development project**. The mission: secure high-level decision-makers, investors, and strategic partners – not simply fill a room, but curate one.

Who We Targeted

C-suite executives, institutional investors, and government stakeholders

What We Delivered

End-to-end delegate acquisition, registration, and guest management

The Standard

White-glove execution under high-pressure, high-expectation conditions



THE OBJECTIVE

Curate, Not Just Fill



This forum demanded a fundamentally different standard. The objective was never about volume – it was about **precision, quality, and influence.**

→ **Senior Stakeholder Curation**

Build a room of genuine decision-makers with direct authority

→ **Quality Over Quantity**

Every attendee must add strategic value to the forum

→ **Seamless Experience**

Deliver a white-glove guest journey from first contact to confirmation

THE CHALLENGE

Starting With Almost Nothing

Many target guests existed as names only – no verified contact details, no direct access, and no margin for error. Senior executives are among the hardest professionals to reach, and the timelines were unforgiving.

Incomplete Data

Target lists contained names without verified emails, phone numbers, or assistant contacts

Hard-to-Reach Executives

Senior leaders are protected by layers of gatekeepers and executive offices

Compressed Timelines

High expectations paired with tight deadlines left no room for slow execution



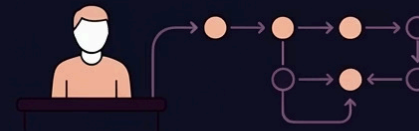
This Was Not a Straightforward Campaign

Every layer of this engagement introduced new variables. The complexity was not just operational – it was strategic, requiring real-time problem-solving at every stage.

⚠ This was not a standard outreach campaign. It required precision, persistence, and a deep understanding of executive-level engagement.



Coordinate with PAs & Offices - Direct scheduling and logistics.



Navigate Gatekeepers - Accessing busy executives and assistants.



Secure Qualified Replacements - Efficient sourcing of skilled participants.



Manage Global Time Zones - Synchronization challenges across continents.



Handle Last-Minute Dropouts - Mitigating sudden participant changes.



Maintain Quality Under Pressure - High standards with tight timelines.

OUR APPROACH

Intelligence-Led, Multi-Channel Execution

Sajilni deployed a structured, multi-layered strategy combining data enrichment, personalized outreach, and disciplined follow-up to convert incomplete data into confirmed attendees.



Data Enrichment

Apollo + manual research to verify and build complete contact profiles



Multi-Channel Outreach

Email, WhatsApp, SMS, and direct contact – meeting executives where they are



Personalized Invitations

Senior leadership-branded outreach with tailored messaging per stakeholder



Structured Follow-Ups

Persistent, timed sequences ensuring no lead went cold

HIGH-TOUCH EXECUTION

White-Glove Coordination at Scale



Behind every confirmed attendee was a carefully managed engagement process. Sajilni's team operated as an extension of the client's leadership – professional, persistent, and discreet.

Executive Assistant Coordination

Direct relationships built with PAs and executive offices

Global Scheduling

Seamless coordination across multiple time zones

Continuous Engagement

No lead left unattended until confirmed or replaced

Replacement Pipeline

Pre-qualified backups ready to step in at short notice

RESULTS

Delivering Under Pressure

40+

Senior-Level Attendees

C-suite executives, investors, and strategic partners secured

98%

Attendance Target

Full delegate quota achieved despite incomplete starting data

\$50B+

Project Scale

Forum tied to one of the region's most significant development projects

A curated, high-quality audience – achieved from limited information, under tight timelines, with zero margin for error.



IMPACT

A Partner, Not a Vendor

This engagement demonstrated Sajilni's ability to operate at the highest level of delegate acquisition – converting hard-to-reach executives, managing complexity end-to-end, and delivering under genuine pressure.



Proven at the Highest Level

Successfully navigated \$50B+ project stakes with zero compromise on quality

Strategic Partner Status

Positioned Sajilni as a specialist growth and acquisition partner, not a generalist event vendor

Repeatable Framework

Methodology proven and scalable for future high-stakes engagements

What This Case Proves



We Build Audiences from Scratch

Incomplete data is not a barrier – it's our starting point



We Reach People Others Can't

Gatekeepers, PAs, and executive offices are not obstacles



We Manage Complexity End-to-End

From discovery to confirmation, we own the process



We Are Results-Driven

Not activity – outcomes. Every metric, every time