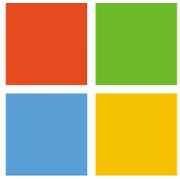


CASE STUDY



Microsoft



Where do events fit into your overall sales and marketing strategy?



From a developer outreach point of view it is important to engage globally where developers are and provide clear and timely information on updated tools and resources for Microsoft platforms.



How do you assess which events to participate in and which to avoid?



We look for well-respected events that provide up to date and valuable agendas for attendees, where Microsoft can have high quality conversations with leading industry partners.



What made you decide to sponsor MGF?



MFG has continued to innovate and evolve over its long history, and is supported by leading players in the industry.



What do you feel makes MGF stand out from other mobile gaming events in the market?



It attracts senior level business leaders and key influencers in the industry. Also the event is run extremely professionally.



How would you describe your experience of Osney Media and the MGF team?

A

Highly professional and easy to work with. Accommodating to suggestions and understanding requirements.



Could you give your experience of the meetings aspect of the event, and how the concierge facilitation service works for you?

A

It is always nice to have the support of the team to help facilitate a packed agenda of high quality meetings.



MGF focuses on the decision makers across the leading studios and developers – how is the level of conversation when in the 1-2-1 meetings?

A

It is great to hear the important strategic priorities of leading partners and provide Microsoft perspective on the opportunities over the coming year and beyond.



What is it that makes MGF a successful event specifically for Microsoft?

A

Locations in London and Seattle are great and the professional drive and commitment to a quality event help drive the success of our engagements.



It's fantastic to see that Microsoft is already confirmed for MGF London 2016; what was it that led you to making that decision already?

A

We very much enjoyed the conversations we had in 2015 and this represents a great opportunity to continue our industry engagement as windows 10 accelerates at a relevant event where are partners will be in attendance.

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