

# MARKET INTELLIGENCE DRIVES PENETRATION AND REVENUE IN EUROPE

SAE International



## PROJECT

Local Relevance & Revenue Generation

## LOCATION

Europe

## TARGET AUDIENCE

Engineers and technical experts in the aerospace, automotive and commercial-vehicle industries

## SERVICES

Product Assessment & Competitive Scan, Market & Customer Intel, Product & Membership Alignment, CPD Sales, Marketing & Delivery, Product Alignment to Market Needs, Local Language Marcom



## CHALLENGE

SAE International, a global association of more than 128,000 engineers, wanted to amplify its international position with on-the-ground global operations that would drive penetration and generate revenue for its professional development courses.

## SOLUTIONS

The first step towards this direction, was selecting Europe as the go-to market. MCI Benelux supported the organisation by deploying local business capacity, including local customer services and recruitment of local instructors, customised marketing and communications, and a Europe-specific sales approach. The format, content, pricing and accessibility of the courses were also adapted to the European market, which led to impressive results in less than one year of operations.

## RESULTS



**1K**  
TRAINED



**72**  
SESSIONS  
DELIVERED  
PER YEAR



**18**  
EUROPEAN  
COUNTRIES



**1M\$**  
REVENUE



**15**  
COURSES  
DEVELOPED PER  
YEAR



**4.35**  
CUSTOMER  
SATISFACTION  
(on a 5-point scale)

Find out more: [associations@mci-group.com](mailto:associations@mci-group.com)