

**Erik Stevenson**

From: Bob Kruger  
 To: brads  
 Subject: RE: Win32 PDC Weekly Registration Update  
 Date: Friday, November 12, 1993 3:31PM

i know of 18 novell people that signed up...

btw, they responded to our nda. it's unacceptable in my book. (you'd be a bit more direct.)

we'll probably dicker a bit over this, but i've already told novell legal that we're hardcore about one of the key sections that proposed to change.

i'll ask billp to work on this.

-bobkr

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 From: Shauna Braun  
 To: Prof Dev Conf Planning  
 Cc: Anne Rupley; Brad Silverberg; Collins Hemingway; Dennis Adler; Jon Lazarus' Direct Reports; Jonathan Lazarus; Jonathan Roberts; Lynn Davis Fulks; Richard Tong; Shauna Braun  
 Subject: Win32 PDC Weekly Registration Update  
 Date: Friday, November 12, 1993 16:08

Total registrations at last week's report (EOD 11/4) 2862  
 Current total registrations (as of EOD 11/11) 3083

Note:  
 Live general session room is now full (although 200 seats have been held for 'special requests' and our 25+ technical press comps). Video feed room holds up to 2500 additional attendees.

- This week we've implemented the following tactics to meet our 4000+ goal:
- (1) Telemarketing calldown to '92 PDC attendees not registered (see results below)
  - (2) Brochures to be distributed at Comdex
  - (3) Special invite letter/mailing to '92 DDK conference attendees not registered
  - (4) Invite letter/mailing to DevCast attendees (6000 qty)
  - (5) Fast fax invite to Solution Providers (3400 qty)

Telemarketing calldown prelim results:  
 Yesterday we initiated a telemarketing calldown to '92 PDC attendees who have not yet registered for this year's conference. Of the 70 contacts made yesterday, 28 people were referred to the 800 number and our callers expected that at least half of these people would actually register. 30 said they were not going to attend, the majority (over 50%) reported this was due to price/cost. Several people are requesting additional info, which we are faxing upon request.

Additional registration stats as of EOD 11/11

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DDK Track registrants	946
12/13 Pre-conference workshop registrants:	
Multimedia Viewer	321
OLE 2.0	1409
Visual C++	642

International registrants:  
We currently have over 300 registrants from outside of the US, with 24  
countries represented.