

From: Cedric SIMARD [mailto:cedric_simard@ds-fr.com]
Sent: Wednesday, October 27, 2004 9:32 AM
To: info@practicalcatia.com
Subject: For you Keith: FREE CATIA Certification Exams

Hello Keith,

My name is Cédric SIMARD. I work in Dassault Systèmes HQ in France, and I'm in charge of worldwide marketing and communication for Dassault Systèmes Education offering. After hearing so much good from you, I'm happy to have the opportunity to contact you.

The good piece of news is that I'm coming to you with a 'gift' in my hand: I have two certification vouchers here, waiting for you. Those vouchers would enable you and/or your son Adam to take certification exams just for FREE.

Interested in?

You'll tell me: "Yeah sure... but what do you have to do to get them? What's the deal?"

Very simple...

Actually, I'm investigating ways to develop awareness and generate leads for our certification programs. I recently created two ad banners (size: 468 * 100 pixels) to be used to promote our certification programs:

- one targeting CATIA users (employees, job seekers, students...)
- another one targeting employers (companies, academic organization...)

All I'm asking you to be able to send you the vouchers is to place the banners on your web site, for some months. Easy! And a win-win situation for the both of us: you and/or your son win certification exams and opportunities to demonstrate your skills and experience even further, while Dassault Systemes gain a bit more of visibility for its certification programs.

So, what do you think? Do we go for it?

Regards,

Cédric Simard
Dassault Systèmes
Worldwide Education Marketing

NOTE: We agreed to Dassault's request, and its banner ads (shown below) appeared on our website for the next several years.

