

Digital First Mindset

Virtual Speakers

Why Use IDC Virtual Speakers for Your Events and Meetings?

IDC resources include access to over 1,100 analysts specializing in technologies and industries in 110 countries across the globe. There's always an analyst close to you with both global knowledge and local experience.

IDC Virtual Speakers provide:

- More views/impressions and leads given the trusted brand of IDC
- Better participation from your target audience
- A more engaged audience given the impartiality of the analyst perspective

At IDC, we offer IDC Virtual Speakers to fit your marketing strategy.

Speaker On Site / for webinars

IDC's agnostic insights facilitate your conversations with clients/prospects

Experienced, engaging IDC analyst speakers deliver keynote addresses or market overviews, facilitate roundtable discussions, or participate in panel discussions at a wide range of IT, Telecom and business industry events. The format can be either presential or virtual.

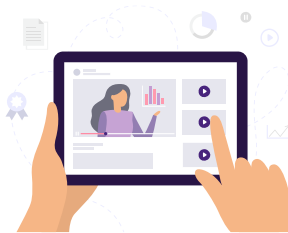
IDC's leading analysts draw from their market ICT knowledge and industry insight on virtually any information technology or telecommunications related topic.

IDC analysts are among the most respected and compelling speakers in the ICT field. Access to this resource will be a major attraction for your next event or webinar.



70% of marketers, are actively investing in content marketing.

Source: HubSpot, 2020



96% of B2B buyers want content with more input from the industry's opinion leaders.

Source: Demand Gen Report, 2017

For more information **click here** to provide more details to receive a customized solution or contact us at idclamarketing@idc.com