

Digital First Mindset

Virtual Events and Meetings

Why Use IDC Virtual 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 Events and Meetings 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 Events and Meetings in a variety of formats and options to fit your marketing strategy.

IDC Webinars

with IDC Virtual Speaker, Moderation



Reach your target audience with an IDC Webinar.

IDC webinars include an IDC speaker and moderation, a speaker from the sponsor, and it is ideal to have a customer from the sponsor to present his success story. They are hosted on IDC's platform as IDC webinars sponsored by the vendor.

2 options available (both includes promotion by IDC):

- **Live version:** 50-70 attendees for Latam coverage (Spanish) / 30-50 attendees for MX or BR / 10-20 attendees for CL*
- **On demand version:** 100-150 registrants for Latam coverage (Spanish) / 70-90 registrants for MX or BR / 40-60 registrants for CL.



76% of marketers say webinars allow them to drive more leads

Source: ON24 Webinar Benchmarks Report, 2019



75% agree that webinars help them to extend their brand reach

Source: ON24 Webinar Benchmarks Report, 2019

IDC Digital Tech Talk

Unbiased advisory and market trends supporting clients' decision making

IDC produces a ~45 minutes **recorded session** with the same format as a webinar, including the participation of an IDC analyst + an expert from the sponsor + (recommended) a client from the sponsor to explain a success story.

The discussion is hosted on IDC's webinar platform and the video file is delivered to the sponsor so it can be promoted in the sponsor's own marketing campaigns (it does not include the promotion by IDC).

In order to **support the sponsor** in the marketing activities related to this Digital Tech Talk, IDC will include **2 social media tiles**.

The sponsor has a **six month license**.



80% of marketers find **influencer marketing** effective.

Source: MediaKix, Influencer Marketing Survey, 2019

80% of marketers say **ROI** from influencer marketing is **comparable to or better** than other marketing channels.

Source: MediaKix, Influencer Marketing Survey, 2019

IDC Digital Round Table

Exclusive marketing tool to help companies communicate their strategic message, supported by IDC analysts in a digital environment.

IDC Digital Round Table is a targeted event by invitation only, that brings together a decision maker IT profile composed by CIOs, CTOs, CISOs, CDOs or other key IT executives, to promote high-level discussions with IDC analysts.

This format creates an exclusive environment that fosters relationships and allows participants to build better engagement with each other.

Format: Webcast

Date: At least 6 weeks prior to execution are required

Participants: 5 -7 Attendees

Target Audience: CIO + IT Directors & Managers + Innovation, Operations and Business Development areas.

Available in: Mexico, Chile, Peru, Argentina and Colombia

Time: 90 min.

Data: Most recent published data available at confirmation

Topic: To be defined by IDC and Sponsor



IDC Digital Industry Seminar

Increase the visibility and permanence of your brand, position your company as an industry leader and become an expert in your target audience.

IDC Digital Industry Seminar is a multi-sponsor virtual event, with a global, regional and local vision from IDC and the main players in the IT market.

This virtual space allows you to share business data with end users, clients and prospects, addressing a broad group of influencers and decision makers on the purchase of ICT solutions.

Developing a customized website that will take participants on a virtual journey, where they will be able to visit different conference rooms, presentations, a networking area and interaction areas with IDC experts and its sponsors.



Format: Virtual Event

Participants: 70-90 Attendees

Segment: Cross Industry

Target Audience: Decision makers and influencers: CIO + IT Directors & Managers + Innovation, Operations and Business Development areas

Available in: Mexico & Chile

Time: 2 hours live broadcast + 30 days available on the Web

Data: Most recent published data available at confirmation

Topic: To be defined by IDC

***Invitation process:** IDC calls for a broad audience, with a focus on selected executive-profiles. Digital content can be published and promoted through the web, expanding the reach of sponsor's business messages.

Secure the success of your event and benefit from a wide audience interaction with our IDC digital solutions

IDC has the ability to enlighten both business' decision makers on the best ICT investment options in new market scenarios, and consumers on new ICT-filled lifestyles, through the knowledge and vision of their Analysts – a team of specialists able to analyze the future and influence decision-making.

Your business doesn't have to halt if you have a partner like IDC

IDC LATAM Digital Industry Events 2020

IDC Mexico Digital Industry Event

ICT solutions to go one-step-ahead of the new economic context
Digital adoption that keeps business operations moving forward.

May 27, 2020 | Mexico
Audience: 70-90 Attendees

IDC Chile Digital Industry Event

IDC 2nd IT Security Seminar

Increasing security for digital trust and risk management

Jun 11, 2020 | Chile
Audience: 70-90 Attendees

IDC Latin America Digital Industry Event

What would be the new normal after Covid-19?

Collaboration, digital expertise and business resilience... new challenges and priorities for IT areas

Jun 18, 2020 | Mexico
Audience: 100-120 Attendees



**Click here to provide more details to receive a
customized solution →**