

# IDC Digital Industry Seminar

## Virtual Speakers, Events and Meetings



### Ways to interact with your audience and achieve event success with our 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.

#### VIRTUAL EVENT

A face-to-face event led to a virtual event, with the global, regional and local vision of IDC and also that of the main players in the IT market.

This virtual space allows you to share business information to end users, customers, and leads.

Increase the visibility and permanence of your brand, position your business as a leader and industry expert with your target audience.

**Development of a customized website that will take the user through a virtual tour where he will tour each room of the event to reach the presentations and a series of alternatives of consultation of information and communication with IDC and its sponsors.**



# IDC Digital Industry Seminar

## IDC VIRTUAL LOBBY – PRESENTATIONS

The user will receive an invitation and a link to enter the IDC virtual lobby. There will appear a counter, in countdown to the date and time of release, where when giving play, the presentation of the scheduled speakers will begin in the agenda of the day.

## VIRTUAL ROOMS

Once the scheduled presentations (audio-video) have been streamed for the first time, virtual attendees will be able to then enter the event to listen again to the presentations and download them also in PDF. In addition to entering a virtual room, where you will find various IDC rooms and sponsors, with different alternatives of querying or downloading Information, audios and videos, as well as contact options.





# 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. Directed to an exclusive group of influencers and decision makers on the purchase of TICs.

Developed in a customized website that will take participants on a virtual journey, where they will be able to visit the different rooms, presentations, inquire area and interaction spaces with IDC experts and their sponsors.



**Format:** Virtual Event

**Participants:** 70-90 / 100-120 Attendees

**Segment:** Cross Industry

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

**Available in:** Mexico & Chile

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

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

**Date:** May 27<sup>th</sup> **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. CISO, CTO & Chiefs and IT Coordinators.

**Available in:** Mexico.

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

**IDC Chile: *IDC 2<sup>nd</sup> IT Security Seminar***  
*Increasing security for digital trust and risk management*

**Date:** June 25 **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. CISO, CTO & Chiefs and IT Coordinators.

**Available in:** Chile.

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

**IDC Latin America: *What would be the new normal after Covid-19?***  
*Collaboration, digital expertise and business resilience... new challenges and priorities for IT areas*

**Date:** June 23 **Format:** Virtual Event **Participants:** 100-120 Attendees **Segment:** Cross Industry

**Target Audience:** Decision makers and influencers: CIO + IT Directors & Managers + Innovation, Operations and Business Development areas. CISO, CTO & Chiefs and IT Coordinators.

**Available in:** Spanish-speaking countries (Mainly: Mexico, Chile, Peru, Argentina and Colombia)

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



# IDC Digital Event LATAM – Tentative Agenda



AGENDA	
Time	Presentation
5 Min	<b>Welcomen Mssage IDC</b>
20 Min	<b>IDC Regional Context</b> <i>Countrie’s Perspective – ICT in Business Continuity</i>
	<b>IDC LATAM:</b> Edgar Fierro, VP & Country Manager, IDC Mexico Natalia Vega, Country Manager, IDC Chile & Peru Diego Anesini, Research Director, Argentina & IDC LATAM
20 Min	<b>Sponsor - PREMIUM SPECIAL</b> <i>Tentative Topic: Identifying vulnerabilities in business continuity</i>
20 min	<b>Sponsor - PREMIUM SPECIAL</b> <i>Tentative Topic: Ensuring the security and privacy of information</i>
12 Min	<b>Sponsor - PREMIUM</b> <i>Tentative Topic: Identifying opportunities in continuity of services</i>
12 min	<b>Sponsor - PREMIUM</b> <i>Tentative Topic:</i>
12 Min	<b>Sponsor PREMIUM</b> <i>Tentative Topic:</i>
20 min	<b>IDC Regional Vision &amp; Essential Guide</b> <i>Identifiying opportunities in service continuity and new Challenges in IT áreas</i> Alejandro Floreán, VP Consulting and Strategy, IDC Latin America

## What would be the new normal after Covid-19?

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

IDC has the ability to evangelize business decision makers, towards the best ICT investment options in new market scenarios, and consumers towards intelligent purchasing ICTs, work styles and collaboration, through the knowledge of their analysts, a team of experts able to analyze the future and influence decision makers and influencers.

## Keynote Speakers



**Alejandro Floreán**  
VP Consulting and Strategy  
IDC Latin America



**Edgar Fierro**  
VP & Country Manager  
IDC Mexico



**Natalia Vega**  
Country Manager  
IDC Chile & Peru



**Diego Anesini**  
Director Research  
IDC Argentina & LATAM



For more information **click here** to provide more details to receive a customized solution or contact us at [idclamarketing@idc.com](mailto:idclamarketing@idc.com)