

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



Evento por IDC Patrocinado por PURE STORAGE

IDC WEBINAR: IMPACTO DE LA TRANSFORMACIÓN DIGITAL EN EL ALMACENAMIENTO

SPEAKERS DE HOY

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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.

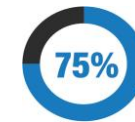
2 options available (both includes promotion by IDC):

- **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



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