# IDC Events — European Portfolio

About IDC Events in Europe

IDC's services are used by every major technology vendor in the world.

IDC produces events around the world for senior IT decision makers, vendors, and solutions providers that sell to them.

Our events offer unique research expertise from our more than 1,300 global tech analysts, who produce unrivalled content, insights, and analysis.

For our partners, we offer a premium go-to-market approach, supporting you in every step of your B2B funnel, from brand awareness to lead generation.

Why IDC Events?

COVERAGE

- A platform to network and engage in peer-to-peer discussions
- A choice of in-person and digital event formats
- Access to customers for technology-driven or vertical-focused discussions

LEAD GENERATION

- Engage with a captive audience of tech leaders and LOB heads
- Leverage IDC's active database and relationships with C-level executives and the wider tech community
- Engage with prospects and understand their investment priorities through networking and focused one-to-one meetings

ANALYST INSIGHT

- Create compelling content based on IDC research and insights
- Brainstorm on key topics, content development, and agenda planning
- Supplement your messaging with IDC speakers and moderators

DELEGATE DEMOGRAPHICS

- CIOs, CTOs, CDOs, VPs of IT, IT heads and directors: 50%
- CXOs (CFOs, COOs, CEOs, CMOs, CHROs): 10%
- IT managers, senior IT decision makers: 20%
- Practitioners (security, infrastructure, cloud, applications): 20%

IDC Event Types in Europe

Event Type	IDC Syndicated Events: XChange and Summit	IDC Syndicated Events: Forum	IDC Custom Event
Unique value	Flagship events with the most senior audience	Built on IDC future enterprise research	Personalized approach and deeper connections with a smaller audience
Audience	Senior decision makers, IT and LOB executives	Decision makers, buyers, and influencers	Senior decision makers
Coverage	Local or regional with content led by local or European analysts In-person or digital	In local language with content led by local or European analysts In-person or digital	In local language with content led by local or European analysts In-person or digital

Looking Back at 2022

26
Markets
Local and regional

37,000+
End-user community
70% IT/30% LOB

450
Events
50% in-person

24,000+
Marketable leads
Attendees to IDC events

500+
IDC event partners
Six events on average by customer

3,200
Speakers
30% end-user speakers

Why Delegates Attend

**Decades of experiences in organizing events built on data insights and market knowledge**

Neutrality
IDC is the most trusted IT research advisory firm in the market

Network
Access to local and European IDC analysts

Learning
Meeting with peers to discuss common challenges and share concrete experiences

Content
An agenda designed to match the expectations of IT and business leaders from leading companies

Community
An invitation-only forum with a focus on networking

Knowledge
Gaining a better understanding of technology and market challenges, as well as business opportunities

Outreach
IDC content is tailor-made for attendees, no matter the format

Diversity
A mix of expert case studies, independent keynotes, and interactive debates

IDC Syndicated Events

Charting the course to the **future enterprise**.

See the research [here](#).
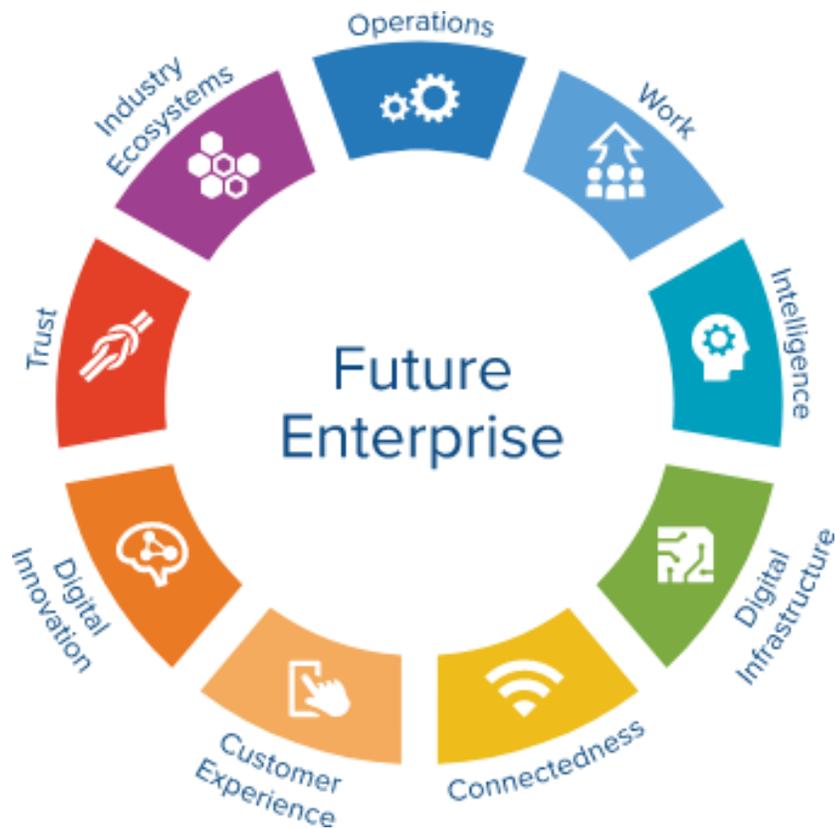
IDC provides the critical context organizations need to build strategies to scale operations, establish trust, improve customer experiences, and achieve measurable business goals and outcomes.

Our events provide high-quality lead generation, customer engagement, and brand promotion for sellers that need to connect directly with buyers across six key disciplines.

At IDC events, you can meet:

- CIOs

- CISOs and cybersecurity leaders

- Digital innovation technology project leaders

- Enterprise digital infrastructure and cloud innovators and buyers

- IT decision makers defining the new future of work technology uses

- Technology buyers in the key tech-enabled vertical sector

- IT and LOB leaders in finance, government, manufacturing, healthcare, retail, and utilities

IDC Events in 2023

Multi–touch point approach

The omni-channel strategy of IDC events enables you to meet your audience across multiple touch points. You can build your brand awareness at big flagship events followed by personal and interactive gatherings.

Accelerated lead generation

IDC events are about connecting the right people. We provide a whole range of **networking opportunities on top of the sponsorship of the event**, such as breaks, lunches, workshops, one-to-one meetings, and roundtables.

Data insight

IDC events provide learning and networking opportunities for decision makers (i.e., C-level, VP, director, and manager titles) from organizations with 500+ total employees. **IDC event attendees are involved in the purchase, evaluation, and recommendation of IT products/services** and/or have IT policy responsibility in their organization.

Right content in the right channel

The COVID-19 pandemic has changed the way we work. IDC events are designed to enable our audience to access our — and your — content both face to face and remotely. We also favor an approach where the content is broadcast according to clear rules — **all dictated by our audience behavior analysis.**

IDC CIO Events

IDC CIO events offer guidance to enterprise and government senior tech leaders seeking to adapt for success in the post-pandemic, post-globalization era: digitally transformed, navigating and creating their own new realities in a changed, tech-enabled business world.

These events provide a choice for vendors to engage CIOs in 20+ countries (locally or regionally).

Split by contact decision-making power

60%	30%	10%
C-level and director	**Head of**	**Expert**
Senior DM	*DM*	*Influencer*
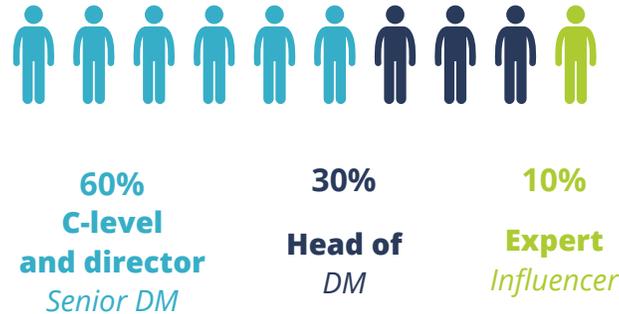
40% security/40% IT management, 20% infrastructure and system/IT operation

Target group

CIOs, VPs/heads/directors of IT, CTOs, IT decision makers

List of Events

Market	Topic	Type of contact (*)	Format	Event type	Date or Month in 2023	Event name
Poland	CIO	Attendees	In-person	Summit	23-Mar-23	IDC Summit 2023, Poland
CIS	DX	MQLs	Digital	Forum	March	IDC DX Forum 2023, CIS
Romania	CIO	Attendees	In-person	Summit	06-Apr-23	IDC Summit 2023, Romania
Switzerland	CIO	Attendees	In-person	Forum	19-Apr-23	IDC Swiss IT Forum 2023, Switzerland
Czechia	CIO	Attendees	In-person	Summit	18-May-23	IDC Summit 2023, Czechia & Slovakia
Denmark	CIO	Attendees	In-person	Awards	08-Jun-23	IDC CIO Awards 2023, Denmark, Denmark
Austria	CIO	Attendees	In-person	Forum	June	IDC CIO Forum 2023, Austria
Spain	CIO	MQLs	In-person	Forum	26-Sep-23	IDC CIO Digital Forum 2023, Spain
Portugal	CIO	Attendees	In-person		28-Sep-23	IDC Directions 2023, Portugal
CEE	DX	MQLs	Digital	Forum	September	IDC DX Forum 2023, CE
Central Asia	CIO	Attendees	In-person	Summit	September	IDC Summit 2023, Central Asia
Europe	CIO	Attendees	In-person	XChange	08-Oct-23	IDC CIO XChange 2023, Europe
Adriatic	CIO	Attendees	In-person	Summit	October	IDC Summit 2023, Adriatic
UK	DX	Attendees	In-person	Forum	October	IDC Digital First Forum 2023, UK
UK	CIO	Attendees	In-person	Forum	November	IDC IT Leaders Forum 2023, UK
Hungary	CIO	Attendees	In-person	Summit	November	IDC Summit 2023, Hungary
Italy	CIO	Attendees	In-person	Forum	November	IDC CIO Forum 2023, Italy
Spain	CIO Awards	MQLs	In-person	Forum	14-Dec-23	IDC CIO Awards 2023, Spain
France	CIO / CDO	Attendees	In-person	Forum	December	IDC CIO Forum 2023, France

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Topics: Security, Trust, Privacy and Identity, CISO

IDC's security events provide CISOs and cybersecurity buyers with critical data, guidance, and information on cyberprotection, corporate security compliance, risk, compliance, privacy, critical business and government protection, and even business ethics.

CISOs in 20 markets regularly attend IDC future of trust events to be guided on what security systems to buy and which vendors to work with.

Split by contact decision-making power

50%
C-level and director
Senior DM

30%
Head of
DM

20%
Expert
Influencer

40% security/40% IT management, 20% infrastructure and system/IT operations

Target group
CISOs, CIOs, CTOs/directors of enterprise security
Privacy officers, risk managers, auditors
Security, risk, compliance, data privacy, auditing, critical infrastructure, large data processors
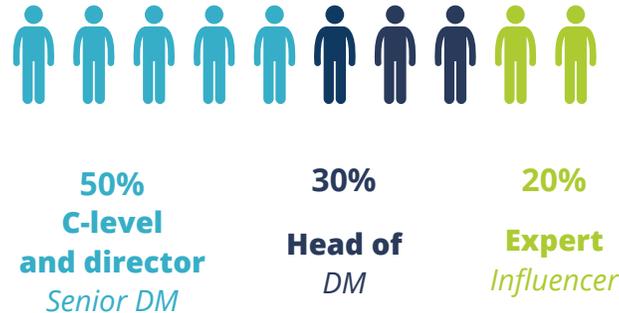
List of Events: Security, Trust, Privacy and Identity, CISO

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Spain	Security	MQLs	In-person	Forum	21-Feb-23	IDC Security Forum 2023, Spain
Benelux & Nordic	Privacy & Identity	MQLs	Digital	Forum	14-Mar-23	IDC Trust Forum 2023, Benelux & Nordic (Regional)
France	Security	Attendees	In-person	Forum	March	IDC Security Forum 2023, France
UK	Security	Attendees	In-person	Summit	17-Apr-23	IDC Security Summit 2023, UK
Portugal	Security	Attendees	In-person	Forum	20-Apr-23	IDC Security Forum 2023, Lisbon, Portugal
Hungary	Security	Attendees	In-person	Forum	May	IDC Security Forum 2023, Hungary
Adriatic	Security	Attendees	In-person	Forum	May	IDC Security Forum 2023, Adriatic
Italy	Security	Attendees	In-person	Forum	June	IDC Security Forum 2023, Italy
Switzerland	Security	Attendees	In-person	Forum	06-Sep-23	IDC Security Forum 2023, Switzerland
Finland	Security	Attendees	In-person	Forum	19-Sep-23	IDC Security Forum 2023, Finland
Norway	Security	Attendees	In-person	Forum	20-Sep-23	IDC Security Forum 2023, Norway
Sweden	Security	Attendees	In-person	Forum	26-Sep-23	IDC Security Forum 2023, Sweden
Netherlands	Security	Attendees	In-person	Forum	26-Sep-23	IDC Security Forum 2023, Netherlands
Belgium	Security	Attendees	In-person	Forum	27-Sep-23	IDC Security Forum 2023, Belgium
Denmark	Security	Attendees	In-person	Forum	28-Sep-23	IDC Security Forum 2023, Denmark
Austria	Security	Attendees	In-person	Forum	September	IDC Security Forum 2023, Austria
Germany	Security	Attendees	In-person	Forum	September	IDC Security Forum 2023, Germany
Poland	Security	Attendees	In-person	Forum	26-Oct-23	IDC Security Forum 2023, Poland
Portugal	Security	Attendees	In-person	Forum	26-Oct-23	IDC Security Forum 2023, Porto, Portugal
Europe	Security	Attendees	In-person	XChange	12-Nov-23	IDC CISO XChange 2023, Europe

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Topic: Future of Work

As organizations accelerate and expand digital transformation initiatives, traditional work models are no longer sufficiently nimble, adaptive, or scalable. With the shift to agile, modern workspaces, organizations are looking for ways to support an increasingly diverse and distributed workforce.

IDC FOW is a series of events for IT and LOB leaders where we share insights built on our extensive research in this area and invite external thought leaders as keynote speakers. .

Split by contact decision-making power

50%	30%	20%
C-level and director	**Head of DM**	**Expert**
Senior DM		*Influencer*

70% IT, 20% HR, 10% LOB

Target group

- CIOs, CTOs, CDOs
- Leaders involved in workplace technologies, mobility, agile transformation, end-user engagement, employee experience, organizational development, talent HR, finance, and marketing
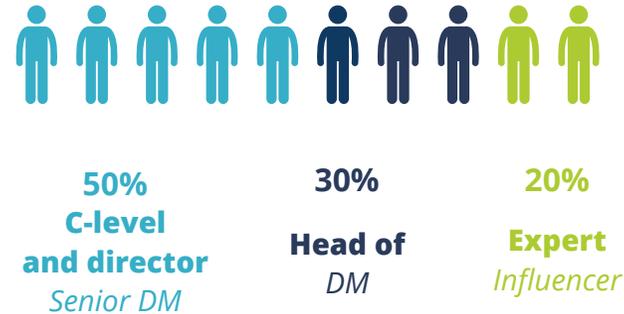
List of Events: Future of Work

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
UK	Future of Work	Attendees	In-person	Forum	15-Mar-23	IDC Future of Work Forum 2023, UK
Europe	Future of Work	Attendees	In-person	Xchange	27-Mar-23	IDC Future of Work XChange 2023, Europe
Italy	Future of Work	Attendees	In-person	Forum	March	IDC Future of Work Forum 2023, Italy
France	Future of Work	Attendees	In-person	Forum	April	IDC Future of Work & Employee Experience Forum 2023, France
Spain	Future of Work	MQLs	In-person	Forum	23-May-23	IDC Future of Work Forum 2023, Spain
Portugal	Future of Work	Attendees	In-person	Forum	01-Jun-23	IDC Future of Work Forum 2023, Portugal
Benelux & Nordic	Future of Work	MQLs	Digital	Forum	24-Oct-23	IDC Future of Work Forum 2023, Benelux & Nordic (Regional)
Germany	Future of Work	Attendees	In-person	Forum	November	IDC Future of Work Forum 2023, Germany

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Topics: Infrastructure, Cloud, Application, DevOps

IDC cloud and digital infrastructure events enable IT organizations to handle multilayer applications in complex multicloud operations.

The world's largest spending IT buyers attend IDC cloud and digital infrastructure events to select providers, listen to case studies on cloud operating models, and learn cloud architecture skills.

Split by contact decision-making power

50%
C-level and director
Senior DM

30%
Head of
DM

20%
Expert
Influencer

48% IT management, 22% architecture and infrastructure, 18% IT operations, 11% IT security

Target group
• CIOs, CTOs, CDOs, COOs, heads of IT
• Datacenter management, IT sourcing and provider management, enterprise cloud managers, IT architecture management, network management, infrastructure management

List of Events: Infrastructure, Cloud

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Portugal	Cloud	Attendees	In-person	Forum	23-Mar-23	IDC Cloud Forum 2023, Portugal
DACH	Cloud	MQLs	Digital	Forum	March	IDC Digital Forum: Multi Cloud DACH 2023
Spain	Cloud	MQLs	In-person	Forum	25-Apr-23	IDC Cloud Forum 2023, Spain
DACH	Storage	MQLs	Digital	Forum	May	IDC Storage Connections Forum 2023, DACH
Italy	Infrastructure	Attendees	In-person	Forum	May	IDC Digital Infrastructure Forum 2023, Italy
France	Cloud	Attendees	In-person	Forum	September	IDC CloudOps Forum 2023, France
Finland	Cloud	Attendees	In-person	Forum	14-Nov-23	IDC Multicloud Forum 2023, Finland
Norway	Cloud	Attendees	In-person	Forum	15-Nov-23	IDC Multicloud Forum 2023, Norway
Sweden	Cloud	Attendees	In-person	Forum	16-Nov-23	IDC Multicloud Forum 2023, Sweden
Netherlands	Cloud	Attendees	In-person	Forum	21-Nov-23	IDC Multicloud Forum 2023, Netherlands
Belgium	Cloud	Attendees	In-person	Forum	22-Nov-23	IDC Multicloud Forum 2023, Belgium
Denmark	Cloud	Attendees	In-person	Forum	23-Nov-23	IDC Multicloud Forum 2023, Denmark

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List of Events: Application, DevOps

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Benelux & Nordic	DevOps	MQLs	Digital	Forum	23-May-23	IDC DevOps Forum 2023, Benelux & Nordic (Regional)
France	DevSecOps / FinOps	Attendees	In-person	Forum	June	IDC Agility Forum 2023, France
Italy	Application	MQLs	Digital	Forum	September	IDC New Application Architectures Forum 2023, Italy
UK	DevOps	Attendees	In-person	Summit	September	IDC DevOps Summit 2023, UK
Germany	DevOps	Attendees	In-person	Forum	October	IDC DevOps Forum 2023, Germany

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Topics: Data, AI, and Intelligence

Realizing the value of data is the first step to fueling growth.

Data and Intelligence events help organizations build strategies to become data-driven and guide them to rethink how they define and invest in enterprise intelligence, focusing on approaches that scale.

Split by contact decision-making power

50%	30%	20%
C-level and director	**Head of DM**	**Expert Influencer**
Senior DM		

46% IT management, 17% analytics, 16% data platform, 11% DX, 10% security

Target group

- CIOs, IT directors and managers, IT planners and strategists, IT architects, IT infrastructure managers
- Datawarehouse managers and data scientists, solution architects, heads of digital strategy
- Heads of analytics, BI, and insight, business heads of department

List of Events: Data, AI, and Intelligence

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Sweden	Data	Attendees	In-person	Forum	28-Mar-23	IDC Data Forum 2023, Sweden
Netherlands	Data	Attendees	In-person	Forum	30-Mar-23	IDC Data Forum 2023, Netherlands
Europe	Data	Attendees	In-person	XChange	17-Apr-23	IDC Data XChange 2023, Europe
France	Data & AI	Attendees	In-person	Forum	May	IDC Data & AI Forum 2023, France
Portugal	Data	Attendees	In-person	Forum	18-May-23	IDC Data Forum 2023, Portugal
Spain	Data	MQLs	In-person	Forum	20-Jun-23	IDC Data Strategy Forum 2023, Spain
Italy	Data	Attendees	In-person	Forum	October	IDC Data Forum 2023, Italy
Germany	Data	Attendees	In-person	Forum	November	IDC Data & Analytics Forum 2023, Germany
France	Data	MQLs	Digital	Forum	November	IDC Data Governance Forum 2023, France

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IDC Vertical Industry Events

IDC vertical industry forums provide industry-specific IT solutions content and a platform for sponsors to reach IT buyers in major vertical industries.

IDC runs vertical industry forums in various European markets in high-growth segments:

- **Financial services**
- **Government and public sector**
- **Retail ecommerce consumer**
- **Healthcare**
- **Energy/utilities**
- **Manufacturing**

Split by contact decision-making power

50%	**30%**	**20%**
C-level and director	**Head of**	**Expert**
Senior DM	*DM*	*Influencer*

67% IT, 33% LOB

Target group

- CIOs, IT/security/infrastructure VPs/heads/directors
- CFOs, CRHRs, CMOs, operations
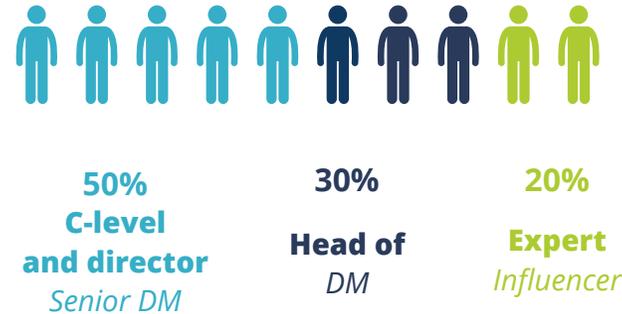
List of Events

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Spain	Government	MQLs	In-person	Forum	21-Mar-23	IDC Government Forum 2023, Spain
France	Manufacturing	MQLs	Digital	Forum	March	IDC Manufacturing Forum 2023, France
Europe	Utilities	Attendees	In-person	XChange	08-May-23	IDC Utilities Executive X-Change 2023, Europe
Europe	Manufacturing	Attendees	In-person	XChange	22-May-23	IDC Manufacturing Executive XChange 2023, Europe
Italy	Manufacturing, FSI, Energy	Attendees	In-person	Forum	May	IDC Industry Day 2023, Italy
Poland	Manufacturing	Attendees	In-person	Forum	15-Jun-23	IDC Manufacturing Forum 2023, Poland
Italy	Government, Telco	Attendees	In-person	Forum	June	IDC Industry Day 2023, Italy
Europe	Retail	Attendees	In-person	XChange	17-Sep-23	IDC Retail Executive XChange 2023, Europe
Europe	Government	Attendees	In-person	XChange	23-Oct-23	IDC Government Executive XChange 2023, Europe
France	Banking & Insurance	MQLs	Digital	Forum	October	IDC Digital Finance Forum 2023, France
Europe	Finance	Attendees	In-person	XChange	06-Nov-23	IDC Financial Services Executive XChange 2023, Europe
Czechia	Manufacturing	Attendees	In-person	Forum	09-Nov-23	IDC Manufacturing Forum 2023, Czechia
Europe	Healthcare	Attendees	In-person	XChange	19-Nov-23	IDC Healthcare Executive XChange 2023, Europe
Kazakhstan	Government	Attendees	In-person	Forum	November	IDC Government Innovation Forum 2023, Kazakhstan
Romania	Finance	Attendees	In-person	Forum	November	IDC Financial Forum 2023, Romania

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Other Topics

Market	Topic	Type of Leads	Format	Event Type	Date or Month in 2023	Event Name
Benelux & Nordic	Directions	MQLs	Digital	Forum	24-Jan-23	IDC CXO Directions Forum 2023, Benelux & Nordic (Regional)
Benelux & Nordic	Sustainability	MQLs	Digital	Forum	08-Feb-23	IDC IT Sustainability Forum 2023, Benelux & Nordic (Regional)
Portugal	Futurescape	Attendees	In-person	Forum	16-Feb-23	IDC Futurescape Forum 2023, Portugal
Austria	Directions	MQLs	Digital	Forum	February	IDC Directions 2023, Austria
Benelux & Nordic	Customers Sucess	MQLs	Digital	Forum	25-Apr-23	IDC Customer Success Forum 2023, Benelux & Nordic (Regional)
France	Sustainability	MQLs	Digital	Forum	June	IDC Digital Sustainability Forum 2023, France
Spain	Sustainability	MQLs	In-person	Forum	24-Oct-23	IDC Sustainability Forum 2023, Spain
Spain	Innovation	MQLs	In-person	Forum	22-Nov-23	IDC Innovation Forum 2023, Spain
Portugal	Innovation	Attendees	In-person	Forum	23-Nov-23	IDC Innovation Forum 2023, Portugal
Italy	Connectedness	MQLs	Digital	Forum	November	IDC Connectedness Forum 2023, Italy

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IDC Custom Events

IDC Custom Events

IDC provides an end-to-end managed and customized event service incorporating everything from content definition and creation right through to event promotion, delegate acquisition, event execution on the day, and overall project management.

These invitation-only events provide you with invaluable face time in front of C-level executives, senior technologists, and business decision makers responsible for evaluating and purchasing technology solutions and products. Our goal is to create exceptional, thought-leadership events that deliver valuable experiences that build dynamic — and profitable — business relationships.

In-person roundtable

- C–level/VP/director
- 5-star locations
- IDC analyst develops the content and moderates/presents at the event

Virtual roundtable

- C–level/VP/director level/head
- 90-minute live, online discussion
- IDC analyst develops the content and moderates the discussion
- Analyst-authored post-event summary document licensed for 12 months

Webinar

- IT decision makers — manager level upward
- 30–40 minutes
- IDC analyst develops the content and moderates or presents
- Available on demand on a gated platform
- Analyst-authored post-event summary document licensed for 12 months

IDC Events

European Portfolio

Western Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Italy
- Ireland
- Luxembourg
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

Central and Eastern Europe

- Armenia
- Azerbaijan
- Belarus
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Georgia
- Greece
- Estonia
- Hungary
- Israel
- Kazakhstan
- Kyrgyzstan
- Malta
- Moldova
- Mongolia
- Poland
- Romania
- Serbia
- Slovakia
- Slovenia
- Tajikistan
- Turkmenistan
- Uzbekistan

Middle East, Turkey, Africa

- Algeria
- Angola
- Bahrain
- Egypt
- Ethiopia
- Ghana
- Iraq
- Ivory Coast
- Jordan
- Kenya
- Kingdom of Saudi Arabia
- Kuwait
- Lebanon
- Mauritius
- Morocco
- Nigeria
- North Africa
- Oman
- Pakistan
- Qatar
- Senegal
- South Africa
- Tanzania
- Tunisia
- Turkey
- Uganda
- United Arab Emirates

Asia/Pacific

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

Americas

- Argentina
- Canada
- Chile
- Brazil
- Mexico
- Peru