IDC Digital Accelerate Events

IDC Latin America Event Program
Value Proposition – 2021

IDC | ANALYZE THE FUTURE

Why IDC Events?

IDC organizes a wide range of events around the world designed to create **ongoing dialogue** in the business communities about the way the world perceives the **impact of technology** on business and society.

IDC events cover the latest trends and key issues, technologies, and innovation accelerators underscoring a **digital-focused leadership** and shaping forward-looking business imperatives. The **exclusivity** and personable format of IDC events allow for the most engaging conversations and in-depth discussions among **tech buyers** and **tech suppliers**.

Attendees leave our events enriched — whether it be with new lead projects for partners or with innovative and forward-looking IT and business solutions. **IDC analysts**, together with visionary and high-impact keynote speakers, **drive discussions** on how organizations will execute their respective roadmaps and leverage landmark use cases to become digital-native enterprises in which innovation is business as usual.

Our Value Proposition

Content
Insightful and innovative content that is guaranteed to attract decision makers

Target
Facilitate a targeted outreach campaign to attract executives from your most coveted accounts

Speaker
Leverage IDC analysts' strong local market knowledge and expertise

Visibility
Amplify your visibility through integrated marketing campaign, landing page, emails and social media

IDC community
Get access to local and regional end-user community

"Live" interaction
Enhanced interaction through demo-sessions and live networking

Extend
Extend the event visibility and reach through a virtual site for an additional 30 days

Analyze
Gather campaign indicators and feedback on overall audience engagement

IDC's Digital Accelerate Events Portfolio

IDC's digital events portfolio offers an array of digital solutions to engage the target audience, moving from prospects to existing customers along the buying cycle. Aiming to create multiple touch points of events and other products, these digital offerings are part of a strategic journey with our partners designed to gain interest, build awareness, and encourage participation. Available formats include regional, single country, or multi-country digital events and campaigns.

	IDC AE Digital Summit	**IDC AE** Digital Forum	**IDC AE** Digital Connections	**IDC AE** Digital CIO ThinkTank
	Summit	**Forum**	**Connections**	**Custom Solutions**
AUDIENCE SIZE & SENIORITY AND PERSONA	40 + **C-LEVEL (CIO, CTO, CDO, CISO)**	80 to 120+ **Senior Decision Makers (IT Director, IT Head, IT Manager)**	40+ **Senior Decision Makers (ICT Manager & Team Leaders)**	6+ **C-Level roundtables (CIO, CTO, IT Director, Decision Maker)**
DIGITAL FORMAT & DURATION	2 hours	2 to 3 hours	60 mins including Q&A	60 to 90 minutes
FORMAT	Video Streaming, Live interaction on 1-few sessions and On-line networking	Video Streaming, Live interaction on 1-few sessions and On-line networking	Webinar format either live or on-demand	Live interaction
SPONSORSHIPS LEVEL	Diamond	Platinum, Premium Special, Premium, Demo and Branding		
TOPICS	Foremost gatherings for business leaders to meet, engage, and discuss technology trends and challenges	Essential guidance on the trends and challenges for a specific technology or industry	Essential guidance on the trends and challenges for a specific technology	Attended by decision makers who have embarked on the journey to adopt specific technology solutions, concepts or practices

Potential Campaign Structure

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1
Umbrella Campaign based on IDC data

Landing Page with agenda, speakers and eye catcher video

Image of the event to be shared by Sponsors

2
Premier thought leadership content

Compelling narratives and co-branded IDC content assets:

- **Video Abstract** → 1 min video presented by an IDC analyst, where we talk about Market trends, CIO Challenges and Abstract of the Sponsor presentation.

- **Video Case Study** → 3-4 min video where an IDC analyst interview a case study, sharing challenges, decision process, business impact and lessons learned

3
Prospect engagement and influencing via **IDC Digital Accelerator Events (DAE)**

- Brand Awareness (Corp. Video)
- Educate (Stage)
- Probe (demo live session)
- Reference (case study)

IDC DAE | Digital Forum

4
Business value acceleration

Multi-sponsor market assessment to accelerate the opportunities that walked the buyer journey

Audience Acquisition

IDC Digital Accelerate Events

Integrated Opportunities

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 in-person 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

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 a company 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.

* Average range of attendees. IDC does not compromise to a certain number of attendees for a live webinar.
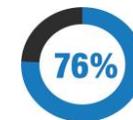
76% **of marketers** say webinars allow them to **drive more leads**

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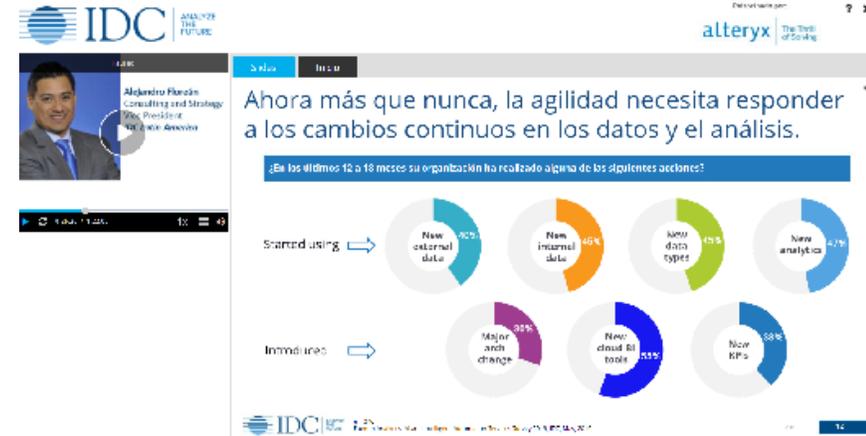
80% of marketers find influencer marketing effective.

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 of 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: 6 -10 Attendees
Target Audience: CIO + IT Directors & Managers + Innovation, Operations and Business Development areas.
Available in: Mexico, Chile, Peru, Argentina, Colombia, Brazil and Mult-country
Time: 90 min.
Data: Most recent published data available at confirmation
Topic: To be defined by IDC and Sponsor

IDC Digital Accelerate Events

IDC Digital Forum

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 Scheduled Event 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: 70-120 Attendees
Segment: Cross Industry
Target Audience: Decision makers and influencers: CIO + IT Directors & Managers + Innovation, Operations and Business Development areas
Available in: Mexico, Chile and Latam
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

IDC **D**igital Accelerate Events
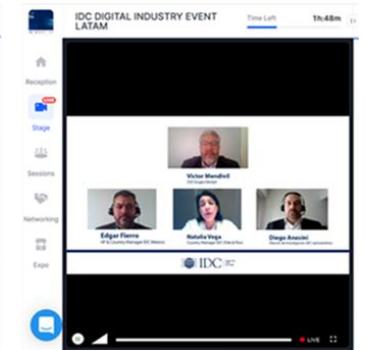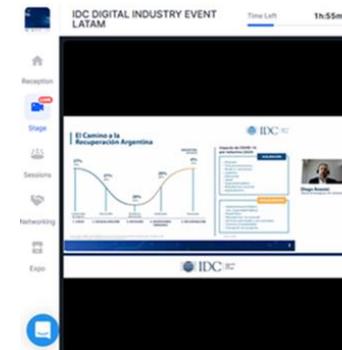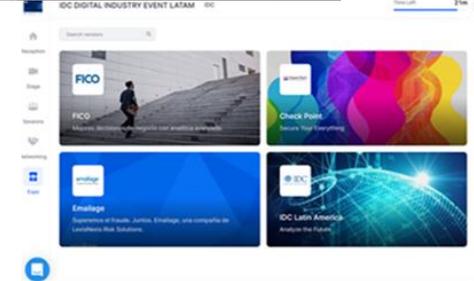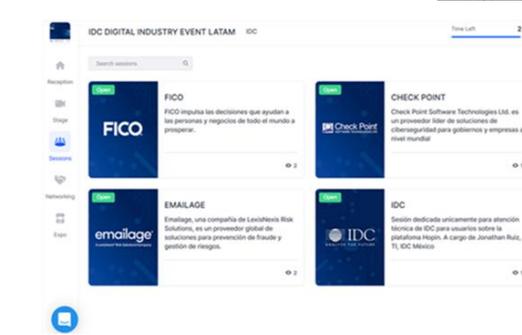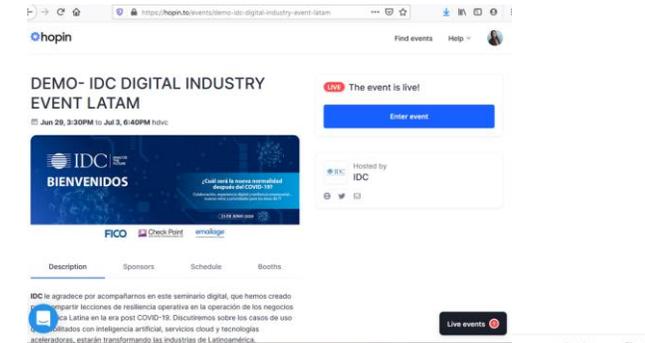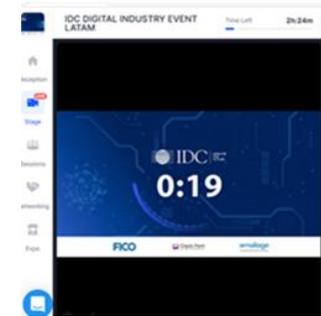
All-in-one Live Online Event

Reception

This is the door to the main stage, the exhibition floor with exciting companies showing their solutions, there are a lot of networking opportunities to connect with the participants.
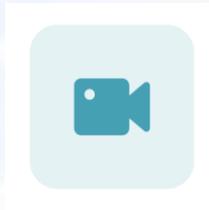
Stage

On the main stage IDC and the premium Sponsors will present their **keynotes**. Our Partners will be able to answer questions, chat with colleagues and comment on what is happening. Everything is done live.
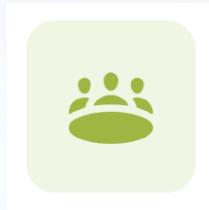
Sessions

After the main keynotes we will run our Sessions where our delegates will have a more intimate experience and the opportunity to have a **demo** of the solutions and ask questions to our expert speakers with the help of our moderators.

Networking

With Networking Feature and the help of your webcam you will have the opportunity to **meet** face to face with another participant for up to 3 minutes!
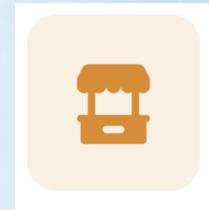
Expo

Accelerate your visibility: Attendees can visit the Expo area and learn from a video **case study**. To accelerate business it will be a link to an **IDC assessment** where sponsors get more knowledge about the delegates interested in their solutions.

Digital Forums Campaigns

IDC | ANALYZE THE FUTURE

FUTURE
Enterprise

Far-reaching changes in diverse areas such as society, organizational culture and technology are redefining what it takes for any organization to remain competitive and generate business success.

FUTURE OF Trust — *March*

*Future of Trust is a new way of thinking about how an organization ensures the **trust** of its partners, customers and stakeholders by managing its **reputation**, **data**, **policies** and **methods** as it relates to digital activities*

FUTURE OF Intelligence — *May*

*Organizations able to harness the power of their **data-driven culture**, the **data literacy** of their employees, and the **processing power** of their technology are showing greater **resiliency** in today's pandemic-affected world. They are also better positioned for the eventual recovery and for redefining the future enterprise.*

FUTURE OF Digital Infrastructure — *August*

*The growing criticality of IT infrastructure in maintaining business continuity as business models shift from physical to digital. How can organizations ensure reliable digital services and experiences as technology architecture is now the **business architecture**?*
- *Modernizing Your IT Infrastructure*
- *Optimizing Cloud*

FUTURE OF
Trust

For enterprises, unlike individuals, trust encompasses concepts beyond the traditional idea of lack of harm to include risk, compliance, privacy, and even business ethics. It also includes the ability to make decisions that are about more than mitigating potential harm to include maximizing return, a concept that IDC refers to as creating radiating tiers of "trust outcomes."

Top-down Campaign

Future of Trust
(Latam – March 24)

Pete Lindstrom
Vice President of Research, NextGen Security

Carlo Dávila
Senior IDC Analyst Latin America Security Specialist

IT Security Roadshow

Mexico (Sept 23)	Chile (Oct 21)	Brazil (Oct 7)

Alberto Arellano
Manager Telecom
IDC Mexico

José Díaz
Senior Analyst Telecom
IDC Mexico

Luciano Ramos
Manager
Research & Consulting
IDC Brazil

Víctor Almandoz
Manager
Consulting
IDC Latin America

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FUTURE OF
Digital Infrastructure

Drivers of Digital Infrastructure:

- **Intelligence anywhere** – Data drives action

- **Digital platform** – Ecosystems at scale

- **Accelerated disruption** – Crisis, resilience and opportunity

- **The next normal** – resilient business and operating models

- **Strategic innovation** – Shaping the future enterprise today

- **Work transformation** – redefining teams, skills and leadership

- **Customer engagement** – safe, secure and sustainable digital experience
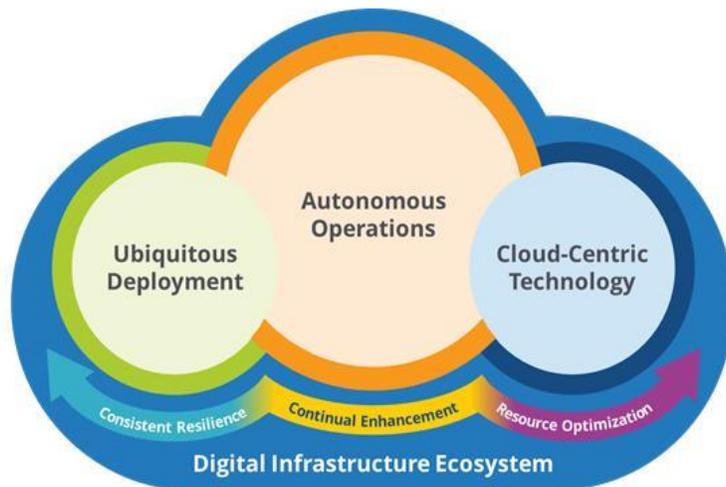
Bottom-up Campaign

Future of Digital Infrastructure
(Latam – Aug 26)

Rick Villars
Group Vice President
Worldwide Research

Juan Pablo Seminara
Program Manager, Enterprise
Latin America

Dynamic Enterprise Roadshow

| Mexico (Apr 22) | Chile (Jun 17) | Brazil (Jun 24) |

Claudia Medina
Manager
Enterprise Solutions
IDC Mexico

Jonathan Namuncura
Senior Analyst
Enterprise
IDC Chile

Luciano Saboia
Manager Telecom
IDC Chile

Monserrat Martínez
Analyst Enterprise
IDC Mexico

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FUTURE OF
Intelligence

Throughout 2020, IDC's studies of tens of thousands of organizations globally have highlighted executives' shift in commitment to enterprise intelligence:

- 70% of CEOs have articulated the need for their organizations to be more data driven.
- 87% of CXOs have said that being a more intelligent enterprise is their top priority for the next five years.
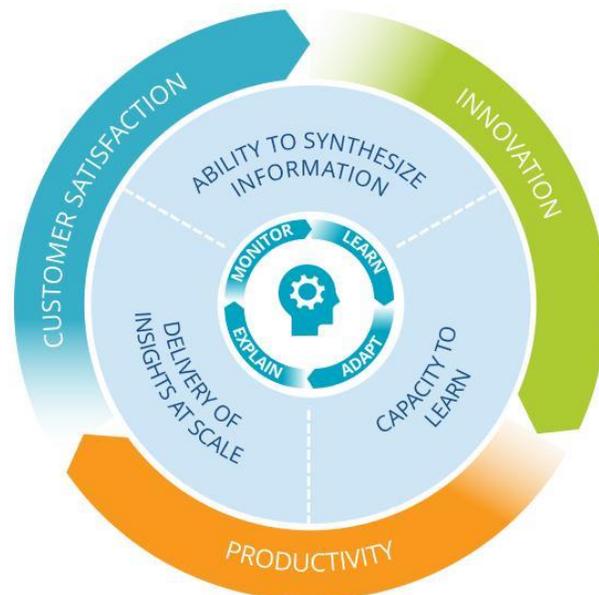
Latin America Campaign

Future of Intelligence
(May 27)

Dan Vesset
Group Vice President
Analytics and Information
Management

Enrique Phun
Senior Analyst Software
Latin America

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Your Digital Event Experience

	Awareness			Consideration				Purchase	

	Pre-event			**During the Event**				**Post-event**	
IDC DAE Campaigns	IDC Data	Co-branded Image	Video Abstract	Corporate Video	Presentation on Stage	Demo Session	Video Case Study	IDC Assessment	Presentation of the Assessment
What is it?	Key points, trends, challenges & opportunities	A marketing piece with the image of the event promoting the participation of the sponsor	1 min video with market trends, CIO challenges and key points of the sponsor presentation	3 min corporate video for branding purposes	15 min PPT with business impact that offers the solution. Live interaction with thru a poll or an open question.	12 mins live session to interact with the audience and show a demo.	4 mins video of an interview guided by an IDC Analyst with a case study talking about the company, challenges before the solution, decision process, ROI & next steps	IDC self-assessment report related to the event topic and based on IDC data and maturity model.	Executive presentation guided by IDC using data from the event and results of the self assessment.
How to use it?	To be used in the event page, social networks and invitations	Lead analyst and the sponsor can share & publish in social networks promoting the event	Lead analyst and the sponsor can share & publish in social networks promoting the event	Event platform opens 15 mins before the oficial start, so while wait time, coporate videos are shown on Stage	Streaming PPT during the live event	Live interaction showing a demo of the solution and Q&A	Posted in the Expo area. Included in the agenda and promoted during the event on the chat section. Part of the memories and it may be used 3 months after the event.	Link aside the video case study of an on-line assessment where delegates receive an IDC report and accept to be contacted by the sponsor	The sponsor coordinate a meeting with the prospect offering an IDC presentation of the assessment.

Agenda - all-in-one live event

Agenda enhanced by end-to-end IDC insights

Mins	Section	AGENDA		
15:00		Corporate Video before the event kickoff		
01:00		Agenda & recommendations		
01:00		Eye catcher video		
03:00		IDC welcome message		
15:00		**IDC Keynote Speaker - Worldwide Analyst**		
15:00		Sponsored Keynote		
15:00	Stage	Sponsored Keynote		
12:00	Sessions	Live Demo Session (1)	Live Demo Session (2)	Live Demo Session (3)
05:00	Expo	Expo - Video Case Studies / Networking		
12:00		**CIO Panel**		
12:00		Sponsored Keynote		
12:00		Sponsored Keynote		
10:00	Stage	**IDC Keynote Speaker - Latam Analyst - Essential Guidance**		
12:00	Sessions	Live Demo Session (1)	Live Demo Session (2)	Live Demo Session (3)
30:00	Expo	Expo - Videos Case Studies / Networking / Self-Assessment		

Reception
Agenda / Exhibition floor

Stage
Attendees can watch keynote speakers and CIO Panel, and may interact thru chat and polls

Sessions
Attendees can listen the demo and interact with sponsors on a live session

Networking
Attendees can have face to face conversations with colleagues and sponsors

Expo
Attendees can learn from Video case studies and have access to the self-assessment tool

IDC Latin America Digital SUMMIT (Nov 11)

Visionary and high-impact keynote speakers, together with Summit advisory board members, will drive discussions to deliver insight into cross-industry, local and regional challenges and approaches to customer service, innovation, and technology.

Keynote Speakers:

Joseph C. Pucciarelli
Group Vice President & IT Executive Advisor, IDC

Ricardo Villate
Group Vice President IDC Latin America

Panel on Stage

- Moderator
- 2 – 3 C-Level panelist
- 1 sponsor

FUTURE OF
Customers and Consumers

FUTURE OF
Work

FUTURE OF
Operations

FUTURE OF
Digital Innovation

FUTURE OF
Connectedness

Moderator Latam Analyst

Paola Soriano
Director Consumer & Commercial Devices

Jay Gumbiner
Vice President, Research

Waldemar Schuster
Program Manager, IT Services

Alejandro Florean
Vice President Consulting & Strategic Solutions

Diego Anesini
Program Director, Enterprise and Telecom Infrastructure Solutions

Target Group

40+ C-Level (CIO, CTO, CDO, CSO and CISO from largest enterprises and public organizations)

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2021 Events Calendar
(Digital Forums & Roadshows)

IDC Digital Accelerate Events

Calendario de Eventos
IDC Latinoamérica 2021
Digital Forums & RoadShows

Más información para patrocinios:
Samantha Rivas
srivas@idc.com

Más información para asistir:
Rebeca Cruz
rcruz@idc.com

Marzo
IDC Future of Trust

Región: Latinoamérica
Duración: 180 minutos
Audiencia: 80 a 120 personas
Formato: Digital Forum

Abril
IDC Dynamic Enterprise

País: México
Duración: 180 minutos
Audiencia: 70 a 90 personas
Formato: Digital RoadShow

Mayo
IDC Future of Intelligence

Región: Latinoamérica
Duración: 180 minutos
Audiencia: 80 a 120 personas
Formato: Digital Forum

Junio
IDC Dynamic Enterprise

País: Chile
Duración: 180 minutos
Audiencia: 70 a 90 personas
Formato: Digital RoadShow

País: Brasil
Duración: 180 minutos
Audiencia: 70 a 90 personas
Formato: Digital RoadShow

Julio
IDC 16.ª Cumbre de Gobierno y Tecnología

País: México
Duración: 180 minutos
Audiencia: 80 a 120 personas
Formato: Digital Summit

Agosto
IDC Future of Infrastructure

Región: Latinoamérica
Duración: 180 minutos
Audiencia: 80 a 120 personas
Formato: Digital Forum

Septiembre
IDC IT Security

País: México
Duración: 180 minutos
Audiencia: 80 a 120 personas
Formato: Digital RoadShow

Octubre
IDC IT Security

País: Chile
Duración: 180 minutos
Audiencia: 70 a 90 personas
Formato: Digital RoadShow

País: Brasil
Duración: 180 minutos
Audiencia: 70 a 90 personas
Formato: Digital RoadShow

Noviembre
IDC Latin America CIO SummIT

Región: Latinoamérica
Duración: 150 minutos
Audiencia: 40+ C-Level
Formato: Digital Summit

Professional Services

IDC Virtual Speakers and Custom Virtual Events

IDC virtual speakers, events and meetings respond to every step of the buyer's journey needs – from Awareness, Consideration to Purchase.

All prices +LOCAL TAXES

Geography	Speaker	Digital Tech Talk	On demand Webinar	Live Webinar	Digital Round Table *Prices may vary based on level of audience or due to industry or role required**
Multi-country	$ 6,600 – $ 9,600	$ 8,000	$ 12,000	$ 16,000	$ 16,000
MX	$ 4,700 – $ 5,500	$ 6,000	$ 11,000	$ 15,000	$ 14,000
BR	$ 5,500 – $ 8,000	$ 7,000	$ 11,000	$ 15,000	$ 14,000
Chile	$ 3,300 – $ 4,800	$ 6,000	$ 11,000	$ 15,000	$ 11,000

All prices are in USD

* For Digital Round Tables apply additional fees if:

CIO exclusively audience → 3,000 usd

Industry specific → 2,000 usd

	Audience Size	Platinum Special	Platinum	Premium Special	Premium	Demo	Branding
Brand Exposure							
Logo with sponsor link and company profile		✔	✔	✔	✔	✔	✔
Logo on invitation mailings and promotions		✔	✔	✔	✔	✔	✔
Speaker profile in the online agenda		✔	✔	✔	✔	✔	✔
Co-branded marketing piece with the event image		✔	✔				
Content							
Video Abstract for the event campaign		✔	✔				
Corporate Video before the event kickoff		✔	✔	✔	✔		✔
Keynote presentation on Stage		15´	15´	15´	12´		
Live demo on Sessions		12´				12´	
Video case study on Expo		✔	✔				
Interaction							
Respond to chat questions		✔	✔	✔	✔	✔	✔
Poll interaction		✔	✔	✔			
3 mins live networking		✔	✔	✔	✔	✔	✔
Demand Generation							
Data base of registered audience		✔	✔	✔			
Data base of attendees		✔	✔	✔	✔	✔	✔
Link to an IDC assessment		✔	✔	✔	✔		
Assessments responded by sponsors link		(On-Demand)	(On-Demand)	(On-Demand)	(On-Demand)		
One-one assessment presentation		(On-Demand)	(On-Demand)	(On-Demand)	(On-Demand)		
Future of Trust **Future of Intelligence** **Future of Digital Infrastructure** **Mexico - 16th Government Summit**	80 - 120	25,000	20,000	12,500	9,500	7,000	4,500
Mexico - IT Security Roadshow & Dynamic Enterprise Roadshow	80 - 120	22,000	18,000	11,000	8,000	6,000	3,500
Chile - IT Security Roadshow & Dynamic Enterprise Roadshow	70 - 90	20,000	17,000	8,000	6,000	4,500	2,800
Brazil - IT Security Roadshow & Dynamic Enterprise Roadshow	70 - 90	21,000	18,000	10,000	7,000	5,200	3,500

Diamond

Brand Exposure
	Diamond
Logo with sponsor link and company profile	✔
Logo on invitation mailings and promotions	✔
Panelist profile in the online agenda	✔
Co-branded marketing piece with the event image	✔

Content
	Diamond
Corporate Video before the event kickoff	✔
Particpate on a panel discussion with CIOs	20´

Interaction
	Diamond
Respond to chat questions	✔
3 mins live networking	✔

Demand Generation
	Diamond
Data base of registered audience	✔
Data base of attendees	✔

IDC - CIO Summit Latin America	17,000

All prices + LOCAL TAXES

All prices are in USD

Additional Services for Digital Forums:

- Video Abstract → 3,500
- Video case study → 5,500
- Assessment report → 1,500 per account
- IDC presentation of the assessment → 3,000 per session

For More Information

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