



Changing the Game in Customer Engagement in a *Digital-first* World

IDC 2022 EVENTS CALENDAR

VIRTUAL | PHYSICAL | HYBRID

[idc.com/ap/events](https://www.idc.com/ap/events)

A NEW ERA IN CUSTOMER ENGAGEMENT & EVENTS

Restrictions for physical events will continue for most of the region in 2022, but that doesn't mean you need to put your customer engagement plans on hold. 2021 has fast-tracked a new era in customer engagement and marketing events -- one that IDC is at the forefront of.

Leveraging our library of IT research, subject matter experts, and events expertise, we are leading the shift toward a *better normal* for events, one where your content is king. From content definition and creation, promotion, delegate recruitment, onsite execution, and analytics, IDC offers end-to-end management and full turnkey event solution helping you to maximize your event's full potential.

WHY PARTNER WITH US?



Position your brand as a trusted partner and an opinion leader in the industry



Drive value conversations and move prospects and existing customers along the buying cycle



Stage your digital content in our intelligent platform accessible anytime, anywhere, on any device



Leverage IDC analysts to bulletproof your messaging and optimize the impact of your speaking sessions



Be part of a community committed to bettering the future of the ICT industry



ASIAN FINANCIAL SERVICES CONGRESS 2022

DATE: 22 – 24 March 2022

REGION: Asia-Pacific

FORMAT: Hybrid

The epic story of recovery across Asia/Pacific financial services is already underway. Lessons of many crises in the past have served to point the financial services industry to the most likely outcomes out of the current debacle.

On its 18th year, the landmark **Asian Financial Services Congress (AFSC)** will amplify the stories of recovery already being told in many parts of the region. With case studies of rebuilding operating models, reinvigorating business through reinvestment in technology capabilities promise to make AFSC 2022 the most exciting one yet!

For close to two decades, **Financial Insights Innovation Awards (FIIA)** prides itself for being one of the most sought-after accolades in the region as it continues to recognize outstanding achievements in the financial sector for their innovative use of technology in achieving business outcomes.

AUDIENCE PROFILE: 500+ senior practitioners from APAC financial services sector



IDC Conference

Financial Insight

Previously known as the Financial Services Summit, this event gathers leading financial service institutions and their trusted third parties to discuss the latest financial insights research, key trends and best practices on intelligent automation in the regional and local BFSI landscape. This event enables collaboration opportunities and forges relations with the senior decision makers from leading financial institutions.

AUDIENCE PROFILE: All levels and departments from the financial services industry (target size depends on the city)

DATE	FORMAT	CITY / COUNTRY	TARGET AUDIENCE
August	Virtual	Australia & New Zealand	50 – 70
August	Hybrid	China	-
August	Virtual	Malaysia & Philippines	50 – 70 per country
August	Virtual	Indonesia & Thailand	50 – 70 per country
August	Virtual	South Korea	50 – 70
August	Virtual	India	50 – 70
August	Virtual	Hong Kong	50 – 70
August	Physical	Taiwan	50 – 70

IDC LIVE Summit

DATE: June 2022

CITY/REGION: Singapore/Asia-Pacific

FORMAT: Hybrid

IDC believes that technology is a team sport. That the responsibility of technology no longer falls into the hands of a single individual or business unit. However, we also realize that each business unit has specific technology needs and requirements.

We wanted a way to explore how different roles can work together – within teams, within organizations, and within industries – to create ecosystems that positively affect the lives of others in their respective communities, while still addressing the individual business unit's technology requirements.

Now on its third year, **IDC LIVE Summit** is an annual event that brings together all of IDC's specialized conferences under one roof. Be a part of IDC Live to explore how IT and LoB professionals can leverage current and emerging technologies to shaping the future, and how your brand can be at the forefront of that change.

AUDIENCE PROFILE: 800 IT and Business Leaders and Practitioners, Cross Industries, All Levels



IDC CIO Summit

At this year's **IDC CIO Summit Series**, senior IT leaders and line-of-business executives will be armed with the tools and strategies needed to effectively manage and communicate their IT investment priorities and implementation strategies, leading IT through the next normal.

AUDIENCE PROFILE: Senior IT Decision Makers & Influencers (target size depends on the city)

DATE	FORMAT	CITY / COUNTRY	TARGET AUDIENCE
June	Virtual	Hong Kong	80 – 100
June	Virtual	India	100 – 150
June	Virtual	South Korea	80 – 100
June	Physical	Taiwan	50 – 70
June	Virtual	ASEAN: MY, PH, ID, TH	300 - 400
June – August	Virtual	Australia	-
August - September	Hybrid	New Zealand	-



IDC DX Summit

Digital Transformation

Now on its sixth year, the **Digital Transformation Summit & Future Enterprise Awards** series remains to be one of the most anticipated DX events in Asia/Pacific, gathering the region's leading and most promising innovators.

Amassing 3,300 nominations across APAC in the past 4 years, this program has grown five-fold in reach and influence since its founding, proof that the DX agenda is alive and well in Asia/Pacific, and that technology remains the biggest equalizer in today's digital economy. Be part of IDC DX Awards and Summit and engage the leading organizations setting themselves apart by their appetite for innovation, leading the pace of change in region.

AUDIENCE PROFILE: IT & Business Decision Makers & Influencers (target size depends on the city)

DATE	FORMAT	CITY / COUNTRY	TARGET AUDIENCE
September - October	Virtual	Singapore	100 - 150
September - October	Virtual	India	100 - 150
September - October	Virtual	Hong Kong	80 - 100
September - October	Physical	Taiwan	50 - 70
September - October	Virtual	South Korea	80 - 100
September - October	Virtual	ASEAN: MY, PH, ID, TH	300 - 350
September - October	Virtual	Australia & New Zealand	50 - 70
September - October	Hybrid	China	600 - 700
September - October	Hybrid	Asia/Pacific	300 - 350



WE'VE SIMPLIFIED DIGITAL CUSTOMER ENGAGEMENT FOR YOU

One of the most important considerations for hosting your virtual event content is choosing the platform. A virtual iteration of your physical events does not simply mean transposing your content online. It requires a re-imagining of customer engagement in a drastically different platform.

IDC Arena is an intuitive, data-driven content hub that creates new synergy for events and thought leadership content backed by traffic-building and community management efforts for unparalleled opportunities for on-demand viewing not possible in a physical event, or most event platforms.

Click [here](#) to see IDC Arena in action!



Video content broadcasting hub for IDC and IDC partners supported by a content-marketing system



Offers live launch and on-demand video capabilities open to Arena community members, not just recruited delegates



Omni-channel capability harnesses the power of new-age platforms and formats, as well as provides timely analytics

Visit our [website](#) to learn more about IDC Arena.



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The logo for IDC (International Data Corporation) is centered in the image. It consists of a stylized globe icon on the left, composed of horizontal lines of varying lengths that create a 3D effect. To the right of the globe, the letters "IDC" are written in a bold, white, sans-serif font. The background is a dark blue gradient with a faint, glowing grid pattern and a wireframe sailboat on the right side.