

IDC Events - France Portfolio

IDC Events in 2023



Multi - touch point approach

The **omnichannel strategy** of IDC events will allow you to meet your audience across multiple touchpoints. 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, 1-1 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 events' attendees are involved in the purchase, evaluation and recommendation of IT products/services; and/or have IT policy responsibility within their organization.



Right content in the right channel

The covid 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. In addition, we favour an approach where the content is-broadcasted according to clear rules - **all dictated by our audience behaviour analysis.**

IDC Event types in France

Forum

In-person format

0.5 or 1 day
8-12 sponsors, multi-level
40/60 attendees
1-to-1 meetings
VIP & Networking lunch

SoMe & Digital communication
campaign
Extended digital reach

Digital Forum

Digital format with
speakers in studio

120 minutes
7 sponsors, multi-level
70/90 qualified contacts
Agile format
On-demand version

SoMe & Digital communication
campaign
Extended in-person gathering

IDC MasterClass

In-person format

0.5 day
4-9 sponsors, multi-level
20/40 attendees
**Deep dive interactive sessions
in small groups**
VIP & Networking lunch

SoMe & Digital communication
campaign
Extended digital reach

2023 Events Calendar - France

March
16

IDC Future of Industry

Manufacturing
In-person, Paris

June
7

IDC MasterClass

Future of Customer Experience
In-person, Paris

Sept
28

Future of Infrastructures

CloudOps
In-person, Paris

March
22

IDC MasterClass

Future of Data
In-person, Paris

June
22

IDC Future of Agility

DevSecOps / FinOps
Digital

October
12

Future of Sustainability

In-person, Paris

April
12

Future of Work

In-person, Paris

July
4

Future of Trust

Cybersecurity
In-person, Paris

Nov
23

CIO Forum

CIO / CDO
In-person, Paris - 1 day event

May
25

Future of Intelligence

Data & AI
In-person, Paris

Sept
20

IDC MasterClass

Future of Employee Experience
In-person, Paris

Dec
6

IDC MasterClass

Future of Trust
In-person, Paris

IDC speakers in France

With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. Their collective analysis and insight helps IT professionals, business executives make fact-based technology decisions and achieve key business objectives.

Meet IDC Analysts who secure our independent content in France



Jérôme Drevet

Country Manager, IDC France



Thierry Hamelin

Directeur de la Recherche, IDC
France



Cyrille Chausson

Senior Research & Consulting
Analyst, IDC France



Eddy Dibar

Senior Research Analyst, IDC
France

Benefit for the Sponsor

Sponsorship Benefits*



Analyst **prep content** call before the event



Logo included in all promotional material



Opportunity to submit questions for surveys



Plenary keynote opportunity on stage + Q&R



On site and/or virtual **1-to-1** meetings



Theme-focused discussion led by IDC Analyst



IDC **Post Event** Executive **Summary**



Physical and/or virtual **networking space**



On-demand version of the event



Complete **list of registrants**



IDC Infocard with sponsor's logo and speaker's photo for digital campaigns **pre-event**



Post-event IDC Infocard for on-demand event digital campaigns



Videointerview to the speaker



Tailored invitation target list

** Depending on the type of event and sponsorship level.*

Multi-channel campaign France

Attendees' recruitment

Personalized **email invitations** to managers selected in the IDC database (starting from two months before the event)

Invitations on **LinkedIn** using the network of IDC contacts

Program of the event will be sent to **sponsors' wish lists**

Telemarketing follow up by an internal IDC team

Social amplification

Infocard (SoMe Banners) with sponsor's logo and speaker's photo for branded campaigns on LinkedIn

Social campaign through a dedicated hashtag by IDC's official accounts: Twitter, LinkedIn group, LinkedIn company page

Live posts on Twitter and LinkedIn (company page) including wrap-up **speakers' post** right after the end of the event

IDC Network

Blog

IDC analysts' network

IDC Europe website and IDC.com

Post-event

Thank you email and No-show email

Post-event video reportage or on-demand center (Forum format only)

Video-interview to the speaker published by Main Media Partner (Forum format only)

Web

www.idc.fr

Twitter

@IDCFrance

LinkedIn Group

@IDC

LinkedIn Company Page

@IDCFrance

IDC Blogs

blog-idcfrance.com

Sponsorship Levels

Sponsorship packages In-Person Events

		Diamond	Platinum	Gold	Silver
Package available		1	2	Up to 6	Max 6
Speaking opportunities	Plenary Thought-Leadership Keynote	15 + 5 minutes	10 + 5 minutes	—	—
	IDC Connect (deep-dive discussion with a group of 4+ end users)	—	—	35 minutes	—
	Technology Pitch/Fireside Chat (or seat in panel discussion)	—	—	—	10 minutes
Lead generation	Opportunity to submit question(s) in one of the IDC event survey	2	1	—	—
	One-to-one meetings	3-4	2-3	—	—
	Networking lunch with 4+ end users	60 minutes	—	—	—
	Audience profiling survey results (subject to GDPR)	Included	Included	—	—
	Dedicated space for networking (or booth)	Included	Included	Included	Included
Content and delivery support	IDC analyst content call before the event	Included	Included	Depending on the market	—
Brand exposure	Sponsor visibility on IDC communication materials	Included	Included	Included	Included
	Co-branded invitation templates	Included	Included	Included	Included
	Sponsor content in post-event communications	3	2	1	—
	Free participation for your internal staff	4	3	2	1
	Tailored invitation target list (recruitment on best-effort basis)	Included	Included	Included	Included
Digital outreach	Part of IDC social media and digital communication plan	Included	Included	Included	Included
Post-event activities	Post-event report and attendee details (subject to GDPR)	Full list	Full list	Full list	Attendees

Sponsorship packages Digital Events

		Diamond	Platinum	Gold	Silver
Speaking Opportunities	Plenary TL keynote	10+10'	10'	-	-
	Theme-focused Panel discussion led by IDC Analyst	-	-	7'	-
	Seat to panel discussion	1	-	-	1
	Video Interview recorded pre-event	10'	-	-	-
Lead Generation	Opportunity to submit a poll-question	2	1	-	-
	1to1 meeting (on availabilities)	En option	En option	-	-
	Post event introduction email	3	2	2	-
	Profiling survey results	yes	yes	-	-
Content & Delivery Support	IDC Analyst content call before the event	included	included	included	-
Brand Exposure	Sponsor visibility on IDC communication materials	included	included	included	included
	Co-branded invitation templates	included	included	included	Included
	Content in post-event communication to drive lead generation	3	2	1	Included
	Free participation of internal staff of your company	4	3	2	1
	Tailored invitation target list (selected list of companies & contacts)	included	Included	Included	Included
Digital Outreach	Part of IDC SoMe and Digital communication plan	included	included	included	-
Post event activities	On-demand hosting	Included	Included	Included	-
	Quote in IDC Executive summary	2	1	-	-
	Post-event report and attendees' details	Full list	Full list	Full list	Attendees

Sponsorship packages IDC MasterClass

	ELYSEE PACK	EIFFEL PACK
Préparation du Workshop Accès aux briefs (Note de cadrage) de tous les inscrits	✓	✓
Keynote d'introduction de la matinée	Interview avec IDC en Keynote Option	
Logo & identité sur tous les supports de communication	✓	✓
30 contacts qualifiés (avec accord GDPR)	✓	✓
Debrief post-event + rédactionnel de synthèse des échanges envoyée aux participants de chaque atelier	✓	✓
Animation d'un atelier de 55 minutes avec une 8 à 10 participants	✓	✓
Deuxième Atelier (slot de 55 minutes)	✓	✗
OPTION : troisième Atelier (slot de 55 minutes)	En option	✗
Déjeuner privatif : <ul style="list-style-type: none"> ▪ Sur le lieu ou à proximité ▪ Engagement avec 5 à 6 personnes/table ▪ Durée : 1h30 	1 table (option) ✓	✗

For additional information :

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