Digital First Mindset
Virtual Speakers for Your Events and Meetings
Why Use IDC Virtual Speakers for Your Events and Meetings?

IDC resources include access to over 1100 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 Speakers 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 Speakers in our IDC/IDG Webcasts with moderation, awareness and 150 leads.

In this guide, we showcase 3 packages to build upon your IDC/IDG Webcast with early stage and nurture content.

“We tripled our registrations in only two weeks by shifting from a live to a virtual event.

#VirtualUniverse reached 18 million unique views in that time, and customer engagement with the virtual content was extremely high”

- Genefa Murphy, CMO Micro Focus
IDC/IDG Webcasts

with IDC Virtual Speaker, Moderation and
150 Leads from IDG

Drive more leads and reach your global audience with an IDC Webcast.

At IDC, our Webcasts are built with moderation and 150 standard lead filters powered by the IDG network.

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
Early Stage Content

*Increase Awareness with Social Data Tiles*

Social Data Tiles are the perfect way to promote your webcast via social media and increase awareness.

By incorporating a single graphic with a data point, the Social Tile points the user to the registration page for the webcast.

**70% of marketers, are actively investing in content marketing.**

*Source: HubSpot, 2020*

**Content marketing gets three times more leads than paid search advertising.**

*Source: Content Marketing Institute, 2017*
After your webcast, leverage IDC’s quality content to have multiple touch points to nurture leads and customers.

Your content strategy needs to reflect this new buyer landscape & measuring its performance more successfully hold the keys to your success.

86% of B2B buyers prefer interactive content they can access on demand...

Source: 2019 Demand Gen Report

80% of marketers are not satisfied with their ability to meaningfully measure content performance.

Source: 2019 Content Marketing Institute
IDC Custom Solutions — Webcast Package Options*

IDC Custom Solutions create successful Webcasts with IDC Virtual Speakers with attention to every step of the buyer’s journey – from Awareness, Consideration to Purchase.

Option 1

- IDC/IDG Webcast with 150 Leads
- Social Data Tiles (3)

$35,000

Option 2

- IDC/IDG Webcast with 150 Leads
- Social Data Tiles (3)
- Info Snapshot or Analyst Connection

$45,000

Option 3

- IDC/IDG Webcast with 150 Leads
- Social Data Tiles (3)
- Info Snapshot or Analyst Connection
- Spotlight (Vendor, Technology or Industry)

$70,000

* Prices assume VP Speaker.
Standard lead filters (North America only), no qualifiers. For customized offerings please work with your Custom Solutions Representative.
For More Information

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