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

IDC Virtual Speakers for Events generate:

1. More views/impressions and leads given the trusted brand of IDC
2. Better participation from your target audience
3. 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.

Strategic planning support from IDC benefits your organization and team by:

1. Providing unbiased feedback on short and long-term growth prospects
2. Identifying critical success factors and potential pitfalls
3. Informing go to market initiatives & understanding competitive threats

IDC Analysts provide:

1. Recognized worldwide industry expertise with over 1100 analysts specializing in technologies and industries in 110 countries across the globe.
2. A more engaged audience given the impartiality of the analyst perspective
3. Assistance in making strategic decisions to help grow your business

#VirtualUniverse reached 18 million unique views in that time, and customer engagement with the virtual content was extremely high. Thanks to IDC for its virtual analyst contribution”

- Genefa Murphy, CMO Micro Focus

“The strategy session was well received, IDC’s analyst provided valuable insights on market growth and opportunity. IDC came well prepared and captured the interest of our senior leadership team, including our CEO.”

- Barry McArthur, Analyst Relations, Entrust Datacard
IDC/IDG Webcasts

with IDC Virtual Speaker, Moderation and 150 Leads from IDG

Drive more leads and reach your global audience with an IDC/IDG 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

71% of ITDMs have registered for a work-related webcast in the past 12 months

Source: 2019 IDG Customer Engagement Survey

*Standard lead filters (North America only), no qualifiers. For customized offerings please work with your Custom Solutions Representative.
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

---

**Early Stage Content**

*Increase Awareness with Social Tiles*

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

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

---

**Nurture Content**

*Develop Lasting Relationships with Leads*

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.
Strategy Sessions

*Direction, Focus and Analyst Insights*

Strategy Sessions use an IDC analyst via a virtual or in-person meeting to work with your team in a dedicated, pre-launch session to:

- Test positioning and messaging
- Make recommendations based on an assessment of your offerings versus buyer needs
- Show technology trends
- View competitive offerings

An additional Strategy Summary Report can follow the live Virtual Strategy Session.

18% of $125 billion spent worldwide on Business Consulting Services was used on **Strategy Consulting** in 2018.

*Source: IDC Worldwide and U.S. Business Consulting Services Forecast, Figure 2 Doc #US43248419, May 2019*
Strategy Summary Report
Actionable Recommendations and Insights

A quantitative and qualitative market assessment document based from a Virtual Strategy Session which is up to 20 slides long. The document includes:

- Industry and market overview
- Competitive assessment
- Buyer perspective
- Future view of the market
- Advice for technology providers

IDC Spotlight
Align your Strategy to your Content Marketing Outreach

IDC Spotlights are discussion documents:

- **Customer** – Business and technology challenge and solution discussion between your customer and IDC.
- **Vendor** – Addressing a specific technology and/or business concerns or needs of the buyers target audience.
- **Technology** – Addressing specific technology development, challenges or other concerns targeting the buyers’ audience.
- **Industry** – Addressing specific vertical industry technology developments, challenges or other concerns targeting the buyer’s audience.
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 Tiles (3)

$35,000

Option 2

IDC/IDG Webcast with 150 Leads

Social Tiles (3)

Info Snapshot or Analyst Connection

$45,000

Option 3

IDC/IDG Webcast with 150 Leads

Social 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.
IDC Custom Solutions — Strategy Session Pricing

IDC Custom Solutions offer Strategy Sessions, with Strategy Summary Reports and IDC Spotlights.

Virtual Strategy Session
One analyst
$25,000

Virtual Strategy Session Package
One analyst
$45,000

Virtual Strategy Session Package with IDC Spotlight Asset
$70,000

- IDC Strategy Session half day onsite strategic advisory meeting.
- Strategy Summary Report & Recommendations (up to 20 slides)
- IDC Spotlight helps align your strategy to your content marketing outreach.
For more information contact:

Steve Fontaine
GVP/GM, Custom Solutions
sfontaine@idc.com

Visit the

> IDC Content Marketing Showcase
To see examples of our work and talk to us today about how to get started.

> IDC Content Marketing iView
Learn how to uplift Your Technology Marketing with Global Insights and Trusted Content.