

2023

Virtual Events Package

TechTalk
summits

techtalksummits.com



Empower your regional sales teams to reach and access to the leads they need on TechTalk's custom virtual platform. We do all the work to engage attendees looking for information to stay informed on topics from data analytics, security, cloud, digital transformation, data backup and recovery, and much more.

Here's how Multi-Sponsor Events work:

- Non-themed events: Sponsor can choose solution/tech to present
- Marketed by city for targeted sales leads
- Exclusive for your specific echnology (no competitors)
- 15-minute pre-recorded presentation
- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page Inclusion in custom marketing blast
- Opportunity to provide TechTalk with target accounts/company profiles and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name



Checklist

■ **Due ASAP** (for event landing page)

- Company Logo** JPG or PNG format, only
 - ✓ To ensure logo is proportional to landing page, please be sure logo touches all four edges of its container. A transparent logo file is highly recommended.
- Company Abstract** 350-character limit with spaces
- Company Website URL**
- Speaker Headshot** JPG or PNG format, only
- Speaker Name**
- Speaker Title**
- Title of Discussion**

■ **Due (2) two weeks before event date**

(ideally, event marketing is started no later than 2 weeks prior to event date)

- Speaker Bio**
- Speaker LinkedIn** (optional)

■ **Due 3 BUSINESS days before event date** (for event console)

- MP4 Presentation** — 15-mins MAX.
 - We do not edit MP4 presentations
- Assets** — Anything you would like us to push for you i.e., white papers, case studies, data sheets, links to mailing lists, blog posts, free trials, etc.
- 2 Seed Questions for Q&A**
- Q&A Speaker** — Name, Title and Email Address (if different from main speaker)
- One poll question** — To be pushed to the audience prior to the start of the pre-recorded presentation complete with possible answers
 - This question should be a segue into the presentation and can provide a jump off point for the Q&A session.



TechTalk Summits has partnered with the #1 global research analyst firm, IDC, for this series of virtual events that delivers market-leading research to impact technology buying decisions.

Analyst Series events begin with a presentation by a senior IDC analyst on CIO Business Strategy, and are then followed by companies respected as leaders within their business sector.

Sponsorship of Regional Analyst events look like this:

- Non themed events: Sponsor can choose solution/tech to present
- Exclusive by technology sector (no competitors)
- Marketed by region (Southwest, Midwest, etc) for targeted sales leads
- 15-minute pre-recorded presentation
- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page
- Inclusion in custom marketing blast(s)
- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company and titles for inclusion in marketing outreach All event resources available on TechTalk Resources pages, searchable by event, title, sponsor names.
- Regions covered:
 - Southeast
 - Southwest
 - Northeast
 - Mid-Atlantic
 - Mid-West
 - West
 - Northwest

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TechTalk Summits' events based around the topics that are driving technology purchases across the enterprise. This virtual series gives C-level executives across industries strategic analysis of topics and technologies ranging from CIO Strategy, Cybersecurity & Risk Management, to Digital Transformation, DevOps and more.

The Analyst Series sponsorship includes:

- Senior IDC analyst starts the event with a presentation pertinent to event theme
- Marketed nationally to decision-making titles relevant to event theme
Sponsor 15-minute pre-recorded presentation
- Post-event registration list with access to all registrant data Logo, abstract and speaker bio on event landing page Inclusion in custom marketing blast
- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- Theme/Verticals
 - Ransomware
 - DevOps
 - Cloud Migration
 - Fin-Serv
 - Supply Chain
 - Digital Trans.
 - Data Sec.
 - Business Analytics

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Custom Virtual Events

TechTalk Summits custom virtual platform provides your company with a state-of-the-art virtual event opportunity.

Attendance to your event is driven via highly-focused integrated marketing campaigns to all of our resources nationally. Our experienced event team assists you in all facets of format, execution and hosting based on your objectives and goals. Are you more specifically targeted? No problem. Provide us with your company and title filters and we'll market specifically to fit them.

Why not reach your ideal audience without going anywhere?

Audience Profile:

All company sizes from SMB to Fortune 1000

All vertical industries and titles

Can be as specifically targeted as you want

Virtual events are designed as a one-hour-long case study with a customer or client. Ideally you provide 45 minutes of content, followed by 15 minutes of Q&A. Your event will be introduced and supported by a TechTalk Summits host. Following the event we provide you with the registration/attendance list, as well as engagement statistics from your audience. Ask us about the option to add a sommelier-hosted wine tasting or ambassador-led whiskey tasting.



Find the full calendar at techtalksummits.com

TechTalk Summits will create an event designed specifically to fit your audience, budget and goals – you decide and we'll make it happen. From focused topic and analyst events, to events with regional or global reach, designed for C-level executives or SMB audiences, our events team creates the experience that delivers the leads you need.

- Marketed to your specified target accounts/company profiles, titles, region
- Lead guarantee provided based on specified marketing parameters
- Option for experiential add-ons, i.e. Sommelier, Whiskey Tasting, etc.
- Customized event format: roundtable, content/Q&A blend, customer case study, etc.
- Customized event landing page and marketing campaign(s) Post-event registration list with access to all registrant data Event remains on TechTalk on-demand listings
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- Hosting on TechTalk's custom virtual platform



Checklist

■ Due ASAP

(for event landing page & registration)

- Desired date** *we will confirm this with our calendar*
- Desired time** *recommended time of 4 EST for national events*
- Type of presentation** - *live, simu-live, simu-live with live Q&A*
- Title of session**
- Abstract**
- Speaker bios & headshots** - *sent as .png or .jpg*
- Hi-res logo** - *sent as .png or .jpg*

Once we have the above, we will build a landing page and send for your approval.

■ Due 3 BUSINESS days before event date

(for event console)

- Prerecorded MP4 Presentation or Copy of .PPT slides show**
- Assets** — *Anything you would like us to push for you i.e., white papers, case studies, data sheets, links to mailing lists, blog posts, free trials, etc.*
- 2 Seed Questions for Q&A**
- One poll question** — *To be pushed to the audience prior to the start of the pre-recorded presentation complete with possible answers*

Target Account List and/or Target Attendee Persona

Please include as much detail as you see fit, including:

- Target account URLs
- Target titles
- Target revenue parameters
- Employee headcount range
- Industry
- Geography



Media Player



00:13/57:37

Slides



Agenda

- Okta- Zero Trust in 15 Minutes
- Zendesk- Zendesk for Employee Experience
- Resolve Systems- IT Faster Than the Speed of Business. Powered by Purpose-built IT Automation

Related Content

- Okta- Free Zero Trust Risk Assessment
- Okta- The Business at Work (from home)
- Okta- Blog: Zero Trust: Past, Present, and Future
- Resolve Systems- Learn More
- Zendesk- Ebook
- Zendesk- EX Trends 2022

Speaker Bio

Rachel DeAmbrose
Certified Sommelier
TechTalk Summits

Sami Laine
Director of Technology Strategy
Okta

Jackie Bell
Senior Product Marketing Manager
Zendesk

Vijay Kurkal
CEO
Resolve Systems

Ask Question

Enter your question

Submit

TechTalk summits

THOUGHT LEADERSHIP FOR IT PROFESSIONALS



Recording .MP4 Files Requirements & Recommendations

MP4 Technical Requirements:

- ❑ **File** — MP4 (.mp4)
- ❑ **IT Innovation and IDC virtual events** — 15-minutes max MP4 recording
- ❑ **Private virtual events** — 45-minutes max MP4 recording
- ❑ **Video Format** — H.264/AVC VP6
 - These codecs are absolute necessities.
 - *MPEG4-Visual codec is not supported.*
- ❑ **Audio Format** — AAC, MP3
 - Bitrate — number of "bits per second" (bps) at which data in a video is being delivered. 1 Mbps/1000 kbps.

MP4 Recommendation:

Screencast-O-Matic is an easy to use screen capture that converts to mp4. We suggest making sure your company's firewalls allow it before recording.

In terms of best practices, here are a few suggestions:

- ✓ PIP format — have your speaker visible on screen for at least a portion of the presentation
- ✓ Use slides without intricate diagrams and illustration
- ✓ Tell customer success stories

PLEASE NOTE:

Upon contract submission, an introduction will be made to the Deliverables Team from TechTalk. At this time, the Team will provide the Sponsor with deadlines for event deliverables. If deadlines are missed, materials on file from previous events may be used. It is not guaranteed previous materials are saved on file. Should this occur, Sponsor's spot will be forfeited for 100% cancellation fee, per the cancellation fee schedule.

Please send edited mp4 presentations, only. If recording is of poor quality or has dead air, it runs the risk of losing the audience and will not be played for the event. If unedited mp4 is received by the Team and there is proper time for editing remaining (not guaranteed), a \$500 editing fee will be invoiced after the event for third party fees. Taking the time to review the mp4 before sending will ensure that you are not charged an additional fee and your presentation is not omitted for poor quality. Thank you!

