



# EVENT PRODUCTS OFFERINGS



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## EVENT PRODUCTS OFFERINGS

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For a customised  
proposal contact:

Debbie Visser  
+27 11 807 3294  
debbiev@itweb.co.za

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# Executive Forums

CUSTOMISED PLATFORMS TO EFFECTIVELY ENGAGE YOUR TARGET MARKET

**ITWeb Executive Forums are customised event platforms designed to generate quality leads and potential new business.**

These events are developed in close collaboration with individual clients. They provide an opportunity to create a knowledge exchange platform, deliver powerful market impact and offer networking opportunities with senior decision-makers and leading experts.

ITWeb Executive Forums are business focused events, customised to meet your specific objectives. They can be used to provide your target market with a status update on a specific ICT topic, as a medium to launch a new offering, or to build a completely new prospect list for new business generation.

## Are you interested in the following?

- UTILISING AN EXCLUSIVE PLATFORM TO TALK TO YOUR TARGET MARKET
- GENERATING NEW BUSINESS PROSPECTS
- DELIVERING KEY PRODUCT AND SOLUTION UPDATES TO A QUALIFIED AUDIENCE
- LAUNCHING A NEW PRODUCT OR BRAND
- POSITIONING YOURSELF AS A LEADER IN A PARTICULAR FIELD OF ICT

## Look no further than ITWeb Executive Forums!

-  80 TARGETED DELEGATES
-  EVENT MANAGEMENT SERVICES (Including input regarding the programme)
-  EDITORIAL EXPOSURE ON ITWEB (Pre- and post-event)
-  ADVERTISING COMPONENT
-  DELEGATE PACKAGE (Including catering)
-  VENUE HIRE
-  AUDIO VISUAL
-  PRESENTATIONS AND MARKETING (Material mailed to delegates)
-  DELEGATE HANDOUTS (Branded folders, lanyards and name badges)
-  PHOTOGRAPHER

“

“THANK YOU FOR MAKING OUR ORACLE CXO EXECUTIVE FORUM HELD IN PARTNERSHIP WITH ITWEB SO SUCCESSFUL. I WILL DEFINITELY BE DOING ANOTHER EVENT IN PARTNERSHIP WITH YOUR TEAM AGAIN SOON.”

**JERUSIAH PATHER**  
Systems Marketing Manager,  
Oracle

“JUST WANTED TO SEND THROUGH MY THANKS TO ALL AT ITWEB. CA IT MANAGEMENT SYMPOSIUM 2014 HELD IN PARTNERSHIP WITH ITWEB WAS AN AWESOME EVENT IN EVERY ASPECT. ALL THE FEEDBACK I'VE HAD HAS BEEN EXTREMELY POSITIVE, AND IT MEANS ALL THE HARD WORK ITWEB EVENTS PUT IN OVER THE MONTHS HAS PAID OFF. REALLY APPRECIATED THE EFFORTS AND COMMITMENTS FROM ALL OF YOU!”

**ANDREA LODOLO**  
Operations Manager and CTO,  
CA Southern Africa

“OUR RECENT SAGE EVOLUTION ERP EXECUTIVE FORUM HELD IN PARTNERSHIP WITH ITWEB EXCEEDED ALL OUR EXPECTATIONS. ITWEB EVENTS ARE ON THE BALL AND ALL CONDUCTED THEMSELVES AT ALL TIMES IN AN EXTREMELY PROFESSIONAL MANNER. OUR BRAND AND IMAGE WAS UPHELD IN A GREAT MANNER. WE APPRECIATE ALL THE HARD WORK.”

**KIM GERAL**  
Marketing Executive,  
Sage Pastel Accounting

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# ITWeb Events Webinar Platform 2

THE NEWEST ADDITION TO THE ITWEB EVENTS STABLE HAS BEEN DEVELOPED FOR YOUR CONVENIENCE!

The ITWeb Events Webinar Platform is a time-sensitive and cost-effective way for you to meet new clients or engage with your current customers in an interactive environment – all without leaving the office.

Webinars offer an exclusive customised platform designed to assist you in:

- ✓ GENERATING QUALITY LEADS;
- ✓ ACQUIRING NEW BUSINESS;
- ✓ DELIVERING NEW CONTENT QUICKLY;
- ✓ MARKETING YOUR BRAND;
- ✓ INTRODUCING EXPERTS IN YOUR BUSINESS;
- ✓ ENGAGING DIRECTLY WITH YOUR CLIENT BASE;
- ✓ REINFORCING YOUR POSITION AS AN AUTHORITY; AND
- ✓ UNDERSTANDING YOUR TARGET MARKET BETTER.

THIS EXCLUSIVE PLATFORM IS DEVELOPED IN CLOSE COLLABORATION WITH OUR CLIENTS AND IS AFFORDABLE, WITH A QUICK TURNAROUND TIME. BEST OF ALL, IT TAKES PLACE IN AN ENVIRONMENT THAT IS INTERACTIVE, ENGAGING AND DELIVERS IMMEDIATE RESULTS. IF YOU HAVE A HOT TOPIC AND ENGAGING PRESENTER, AND WANT TO GENERATE NEW BUSINESS PROSPECTS IN JUST FOUR WEEKS, THEN THE ITWEB EVENTS WEBINAR PLATFORM IS THE ANSWER.

## Why a Webinar?

A Webinar is a live meeting that takes place on the Web. It targets your customers and offers them knowledge on a particular topic or topics through a presentation/instructional session. Webinars can act as a live workshop session or tutorial, allowing your customers to follow along by viewing content that's displayed on your screen, and even make inquiries as you go along. An entire Q&A session can follow your presentation, thanks to the live, interactive nature of the Webinar format. It's simply a superior way to educate clients. Webinars are recorded and archived for a later date. At the end of each session, all registrants receive the link to download for use at a later stage; to catch anything they missed; or brush up on details in their own time.

“

"I JUST WANTED TO THANK YOU AND YOUR TEAM FOR ALL THE HARD WORK ON THE WEBINAR. WE FEEL IT WENT REALLY WELL AND I AM GLAD TO HEAR THAT IT WAS A POSITIVE PROOF OF CONCEPT"

**DOMINIC RICHARDSON**  
Marketing Manager,  
Panda Security

"THANKS BRONWEN AND THE ENTIRE TEAM OF ITWEB FOR THE GREAT SHOW AND DETAILED REPORT."

**JITENDRA BULANI**  
Sophos

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# ITWeb Events Confex

ITWEB EVENTS RECENTLY INCORPORATED A NEW EVENT FORMAT TO ITS STABLE.

THE AIM: TO PROVIDE AN ALTERNATIVE FOR IMPROVING ROI. A COMBINED CONFERENCE AND EXHIBITION IS A VIABLE VALUE-ADD FOR SPONSORS, EXHIBITORS AND DELEGATES ALIKE.

**Our Confex products are developed in close collaboration with our valued sponsors and exhibitors, yet retain all the benefits of an ITWeb Events Conference that you have come to expect.**

The content remains unrivalled in its relevance and we continue to push boundaries when it comes to ensuring your experience is all-inclusive and beneficial, and we strive to create an agenda that speaks to your most pressing needs, with multiple tracks, break-away sessions, demo labs, networking opportunities, training and workshops, panel discussions, 1:1 interviews and audience participation and interaction.

**THIS PRODUCT IS ALSO FREE TO THE END-USER** of subject-related products, services and solutions. For those that fall outside of the end-user category, ie, companies/individuals that provide 'for-profit' business and consultancy services to the sector in focus, we offer business networking passes for a nominal fee.

**The Confex is a fantastic platform that combines the benefits of both a conference and exhibition.**

## IT INVOLVES:

- ✓ EXHAUSTIVE RESEARCH;
- ✓ A TARGETED MARKETING CAMPAIGN;
- ✓ UNIQUE SHOWCASE OPPORTUNITIES;
- ✓ ACCESS TO SUBJECT MATTER EXPERTS, BOTH LOCAL AND INTERNATIONAL;
- ✓ PERSONAL COMMITMENT TO EACH DELEGATE AND SPONSOR; AND
- ✓ SEAMLESS EXPERIENCE ON THE DAY.

HEAR WHAT OUR CLIENTS HAVE HAD TO SAY ABOUT PAST ITWEB EVENTS CONFEXES:

“

COMPREHENSIVE COMMUNICATIONS RECEIVED. EFFICIENT TEAM TO MANAGE THE VARIOUS ACTIVATIONS. WELL ORGANISED, WELL-STAFFED AND EASY TO FIND ORGANISERS FOR ASSISTANCE. IT WAS A GOOD EXPERIENCE FOR DELL EMC. ATTENDANCE WAS GOOD, AND OUR BRANDING WAS EXCELLENT.

Dell EMC

'WELL ORGANISED AND PUT TOGETHER. VENUE – GREAT – LOVED IT. FACILITIES – VERY PROFESSIONAL.'

Digital Generation

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# ITWeb Events Confex

ITWEB EVENTS RECENTLY INCORPORATED A NEW EVENT FORMAT TO ITS STABLE.

## PLUS the opportunity to:

- ✓ GENERATE NEW LEADS;
- ✓ ACQUIRE NEW BUSINESS;
- ✓ MARKET A NEW PRODUCT, SERVICE OR SOLUTION TO A FOCUSED AUDIENCE;
- ✓ MARKET YOUR BRAND;
- ✓ INTRODUCE EXPERTS IN YOUR BUSINESS USING THE SPEAKING PLATFORM;
- ✓ ENGAGE FACE-TO-FACE WITH YOUR CLIENT BASE;
- ✓ ESTABLISH YOURSELF AS A LEADER IN A GIVEN SECTOR; AND
- ✓ ACCESS A HIGH CALIBRE OF DELEGATE.

## Why a Confex?

Sponsors and exhibitors will have the unique experience of exposure to over 200 qualified end-users. The content approval process remains vigilant, ensuring all presentations are subject-matter focused. A marketing campaign reaches across the ITWeb mediums: dedicated event portal; banners on the ITWeb news site and topic-specific newsletters; mailshots that reach all ITWeb readers; editorial; pre-and post-event videos; as well as print adverts pre- and post-event in ICT Insight.

Our attendee approval process is focused on ensuring we maximise opportunities for you to meet face-to-face with a credible target market.

You are provided with the opportunity to hand-pick from the attendees who you would like to meet during our pre-arranged business matchmaking opportunities.

This is an opportunity for you to showcase a subject-matter expert within your organisation on the conference agenda. Participate in vendor/product shoot-outs. Demonstrate your product, solution or service on the show floor. Engage in the various activities on offer throughout the event, ie, lucky draw, cocktail function, sponsored luncheon, business matchmaking and more.

All presentations are recorded and, within a week of the event, all attendees receive a link to download for use at a later stage, to catch anything they missed or brush up on details in their own time.

You'll have access to our incredible operations team throughout the event, from set-up to break-down, whose soul mandate is to ensure your experience is positive.

**We currently have two such events in our stable – ITWeb Data Centre Summit (July) and ITWeb Cloud Summit (February).**

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**HEAR WHAT OUR CLIENTS HAVE HAD TO SAY ABOUT PAST ITWEB EVENTS CONFEXES:**

“

'GREAT EVENT.'

Networks Unlimited

'IT WAS OUR PLEASURE TO PARTICIPATE IN THIS VALUABLE EVENT AGAIN THIS YEAR – PLEASE CONGRATULATE THE TEAM ON ARRANGING YET ANOTHER PROFESSIONAL CONFERENCE.'

Teraco Data Environments

ITWeb  
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# ITWeb Events Conference

**ITWeb Events has a highly dedicated team of conference professionals whose sole mandate is to create an event that meets the needs of the participants.**

ITWeb Events' content is unrivalled in its relevance. ITWeb Events pushes the boundaries when it comes to ensuring your experience is all-inclusive and beneficial, and strives to create an agenda that speaks to your most pressing needs, with multiple tracks, break-away sessions, demo labs, networking opportunities, training and workshops, panel discussions, 1:1 interviews and audience participation and interaction.

## For each of its events, ITWeb is committed to:

- ✓ EXHAUSTIVE RESEARCH;
- ✓ A TARGETED MARKETING CAMPAIGN;
- ✓ UNIQUE SHOWCASE OPPORTUNITIES;
- ✓ PERSONAL COMMITMENT TO EACH DELEGATE AND SPONSOR; AND
- ✓ SEAMLESS EXPERIENCE ON THE DAY.

THIS, COMBINED WITH THE ITWEB EVENTS TEAMS RELENTLESS NEED TO BE THE BEST AT WHAT WE DO, MAKES US A FORCE TO BE RECKONED WITH.

## A conference is the perfect platform

✓ OFFERING UNBIASED RESEARCH;	<b>PLUS</b>
✓ BEING SUBJECT-MATTER FOCUSED;	✓ A TARGETED MARKETING CAMPAIGN;
✓ OFFERING EXCEPTIONAL CONTENT;	✓ UNIQUE SPONSORSHIP OPPORTUNITIES;
✓ INCORPORATING A PLENARY SESSION AND TRACKS;	✓ SPEAKING OPPORTUNITIES – to establish yourself as an expert;
✓ OFFERING EXPERT PRESENTERS, AND PANEL DISCUSSIONS; AND	✓ ACCESS TO HI-CALIBRE DELEGATES; AND
✓ BEING CASE-STUDY DRIVEN.	✓ REVIEWED BY A PANEL OF EXPERTS.

## Why a conference?

### ALL ITWEB EVENTS:

- ARE CENTRED ON A SPECIFIC SUBJECT MATTER;
- HAVE SELECTED SPEAKERS WHO ARE EMINENT PERSONALITIES IN THEIR RELATED FIELDS;
- ARE DEVELOPED IN CLOSE COLLABORATION WITH AN ADVISORY BOARD THAT CONSISTS OF MEMBERS OF BOTH THE CORPORATE AND VENDOR MARKET;
- HAVE VETTED CONTENT TO ENSURE IT IS OF A HIGH QUALITY AND CASE-STUDY DRIVEN;
- FOCUS ON THE OUTCOMES/TAKEAWAYS FOR THE AUDIENCE IN ATTENDANCE; AND
- ENCOURAGE AUDIENCE PARTICIPATION AND CONVERSATION.

**ITWeb events currently has a number of events in its stable –**  
<http://www.itweb.co.za/events/?f=Calendar2017-18.pdf>

**ITWEB EVENTS IS WELL KNOWN FOR ITS EXCEPTIONAL CONFERENCES, WHICH INCLUDE THE ITWEB BUSINESS INTELLIGENCE SUMMIT AND ITWEB SECURITY SUMMIT (BOTH 13 YEARS OLD IN 2018) AND THE GOVERNANCE, RISK AND COMPLIANCE SUMMIT.**

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