

Australia & New Zealand Event Calendar 2014

AN IDC GO-TO-MARKET SERVICE Subject to change (v3 updated 13.11.13) Please visit [IDC's ANZ website.](#)

Conferences Vision

Industry Insights

FEB
MAR
APR
MAY
JUN
JUL
AUG
SEPT
OCT
NOV

CMO breakfast briefing

Tue 18th Feb, Four Seasons Hotel, Sydney

IDC's Asia Pacific Enterprise Mobility Conference Steering a Mobile Enterprise

Tue 25th February, Rydges Hotel, Wellington

Thur 27th February, SKYCITY Convention Centre, Auckland

IDC's Asia Pacific Enterprise Mobility Conference - Steering a Mobile Enterprise

Wed 19th March, Sofitel, Sydney

Financial Insights Executive Roundtable

(SOLD OUT)

March, Sydney

IDC's Asia Pacific Enterprise Mobility Breakfast briefing

Tue 1st April, Park Hyatt Hotel, Melbourne

3rd Annual CIO Summit Perth

(in association w/ CIO Magazine)

May, Crown, Perth

Social Business Conference

May, Auckland

Annual CIO Summit, Auckland

In association w/ Conferenz

11 & 12 June 2013, SKYCITY Convention Centre, New Zealand

3rd Platform

Sydney & Melbourne

7th Annual CIO Summit Sydney

(in association w/ CIO Magazine)

Thur 24th July, Hilton Hotel, Sydney

Government Insights Executive Retreat

August, Wellington

Big Data Conference

September, Auckland

5th Annual CIO Summit, Melbourne

(in association w/ CIO Magazine)

October, Melbourne

3rd Platform Conference

Auckland

IDC Events & Marketing Services

IDC's Events and Marketing Services provide you with several ways to connect the value of IDC's brand with your target audience. With experience in hundreds of industry conferences around the globe, and an in-house team providing custom event management for your own events, IDC is the premier partner for your communication and branding goals.

Participating in an IDC conference will provide your organisation a branding and marketing opportunity that will help establish your organisation as a leader in the minds of your audience.

What's Included

IDC offers a full menu of services to help you maximise your event's potential. IDC provides overall project coordination and IDC analyst speaker management at every level of engagement.

For custom events, IDC can manage the entire scope of event activities including agenda development, audience generation and marketing, logistics and onsite management, and registration.

Event Sponsorship

IDC Events are designed to highlight a limited number of vendors who participate as program, tabletop exhibit, or promotional item sponsors. This format ensures that you will not have to battle with a room full of your competitors to gain the attention of key clients and prospects. You will have dedicated time with a senior-level group of attendees with purchasing power, a world-class roster of speakers, and senior-level IDC analysts.

Because the IDC conference model offers a limited number of high-value sponsorship opportunities, participating in an IDC conference will provide your organisation a branding and marketing opportunity to help establish your organisation as a clear leader in the minds of senior decision makers.

Event Benefits

- Face-to-face interaction with targeted "decision-making" prospects
- Opportunity to present your message to a highly qualified audience
- Gain a better understanding of your customers' strategies through case-study presentations
- Participation in extensive promotional campaign
- Minimum investment for maximum exposure

Event Offerings

IDC events are aimed at delivering dependable relevant and high-impact data and insight to help organisations make sound business and technology decisions. IDC event offerings include targeted vertical sectors, annual road-shows and custom events targeting hot topics:

Industry Insights

IDC Insights Events are technology events focused on vertical industry. These events allow direct communications and positioning for the leading technology spending sectors. A smaller yet more targeted audience can be brought together in an executive retreat or roundtable discussion.

Conferences Vision

IDC Vision conferences are selected from IDC Asia Pacific's annual road-shows and focus on hot topics such as "Mobility & Convergence", "Security & Business Continuity" and "Infrastructure Innovation". These annual events are attended by CIOs from all sectors.

Special Events Custom

IDC Custom events include custom conferences, VIP dinners, summits, roundtables, golf/sports outings, award shows, and more. All events include IDC co-branding, event expertise, and include IDC analysts and content.

Sponsorship Benefits

IDC events offer multi-layered sponsorship packages to suit all needs for audience exposure, positioning and marketing. IDC Vision conferences have sponsorship packages ranging from the exclusive DIAMOND sponsorship, which includes premium branding opportunities, two speaking slots, an IDC case study, special guest passes and an expo booth, through PLATINUM, GOLD & SILVER packages, and special opportunities for networking drinks, bags and other giveaways.

IDC Custom Event packages offer the value of IDC's brand, event expertise, and access to its well-known industry analysts. Our events team can help you develop the agenda and content for face-to-face interaction, including product education sessions, customer events, partner or developer conferences, and more. Whether you're looking to attract top prospects, close sales leads, or retain top customers, IDC Custom Events can design a unique and successful event to meet your goals.

IDC Analysts participating in the events are engaging speakers and experienced facilitators, as well as credible and dependable industry experts. They provide leading perspectives, analysis, and data on the hottest technology, services, and business issues. Your customers and prospects will not only appreciate the direct access to an IDC analyst, but will also find this to be a powerful networking experience - all complements of your organisation. Our analyst's knowledge attracts strong attendance at a custom conference. In addition, when an IDC analyst is interwoven creatively into a special event - awards show, golf tournament, dinner and more - your event takes on a compelling, thought-leadership attraction that goes beyond an everyday invitation.

For more information visit, [IDC's ANZ website](#)