

# IDC Analyst Speaker Bureau

*Making the world of difference at your next event*



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IDC has many other analysts available, for more information, please visit the [IDC website](#)

## IDC Analyst Speaker Bureau

IDC's Speakers Bureau identifies and secures the right analyst for your next event. IDC analysts can present at your conference or briefing, host webinars and roundtables; and can also run sales training and workshops for your internal sales team.

IDC Analyst Speaker Bureau will,

- ❖ Identify the best IDC analyst based on topic, audience and event objective
- ❖ Confirm analyst availability for the event
- ❖ Suggest options and provide support for event promotion
- ❖ Help clients receive more value from IDC's event partnership

## Hot Topics – IDC's Four Pillars

As Big Data/Analytics, Cloud, Mobility and Social come together in an unprecedented way to create entirely new business value solutions and change the ICT playing field, they are enabling intelligent industries and solutions, and most of all - innovation. While productivity issues remain important, there is a noticeable shift across all industries in the decision making and purchasing when it comes to these new technologies. Unlike traditional IT decisions, the key users of the technology are playing a more significant role than the technical group within the organization. As the 3rd Platform continues to evolve, and the intersection of these trends increases, so will the impact on buyers and their buying behaviour.

IDC Four Pillar research provides comprehensive insight into the intersection and impact of emerging intelligent solutions while offering deep dives into each Pillar.



Big Data



Cloud



Mobility



Social Business

Read more in-depth information on [IDC's Four Pillars research](#). Ask one of our analysts to talk about these hot areas at your next event.

## Areas of Coverage

IDC analysts are renowned, credible and objective speakers with insight into ICT markets few can match. Several analysts are available to present ICT industry overviews, trends and market data at your next event. They are respected industry experts whose presence will provide an independent market view, building credibility with your customers and reinforcing your event's key messaging.

They deliver high-impact, relevant and thought-provoking dialogue on the hottest technologies, services and e-business issues. IDC analysts cover all areas of ICT including services, telecommunications, IT spending, SMB, hardware and peripherals and software.

IDC analysts can deliver engaging presentations at product launches, conferences, VIP dinners, summits, roundtables, award evenings, corporate luncheons and more. Other opportunities include sales events, as a keynote presenter to set the market landscape at a customer event, as an objective panel member for a Q&A session, a go-to-market strategy and more.

## New Reports

Keep up-to-date with IDC's latest report releases by visiting the [New Research page](#) on our website.

## Contact Us

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