


REAL THOUGHT LEADERSHIP

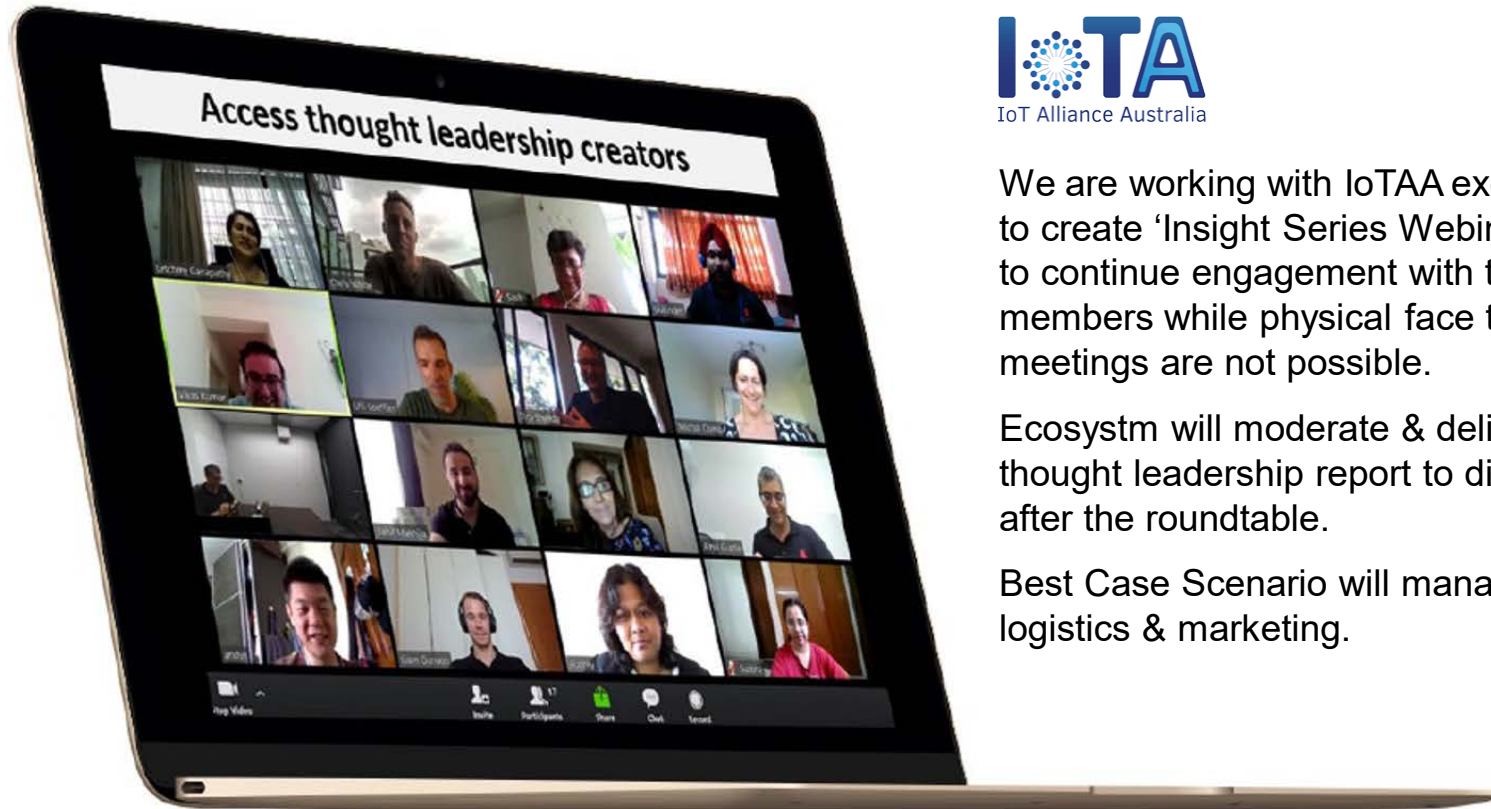
In a virtual world



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CASE
SCENARIO**


ecosystem

Ex-Gartner & IDC analysts are part of a movement to provide accessible & affordable research for roundtable discussions, go to market strategies and thought leadership



We are working with IoTAA executives to create 'Insight Series Webinars' to continue engagement with their members while physical face to face meetings are not possible.

Ecosystem will moderate & deliver a thought leadership report to distribute after the roundtable.

Best Case Scenario will manage webinar logistics & marketing.



Government Department Regional Development Australia

Remote Working Panel Discussion

Ecosystem analyst will moderate a discussion on the remote working best practices for council & Government staff. The analyst will also present his report on '**Make Remote Working Successful**'.

Best Case Scenario will manage webinar logistics & marketing.

Virtual roundtables in the real world

01

DEFINE

Virtual roundtable program

02

FRAME

Thought leadership topics working with independent research & analysts

03

SELECT

Appropriate analyst, stakeholder, customer & prospect to participate

04

HOST

Online discussion moderated by an analyst

05

FOLLOW UP

Thought leadership report to continue conversation



Transformation
Mobility^{AI}
IoT
Cybersecurity
Digital CX^{Cloud}
Analytics



Virtual round table offering

8-10 Week delivery

Content development

- Webinar format
- Topics & theme
- Key messaging

Moderator facilitation

- Secure expert MC
- Preparation
- Set key outcomes

Speaker sourcing

- Wish list and secure
- Brief speakers
- Test run webinar

Audience acquisition

- Audience profiling
- Sourcing
- Marketing

Web platform

- Source platform
- Set up platform
- All logistics

Telemarketing

- Script creation
- Audience selection
- Reporting

Registration

- Manage delegates
- R.S.V.P management
- Email updates

Reporting

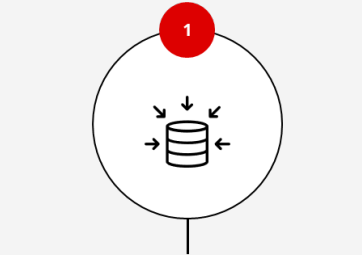
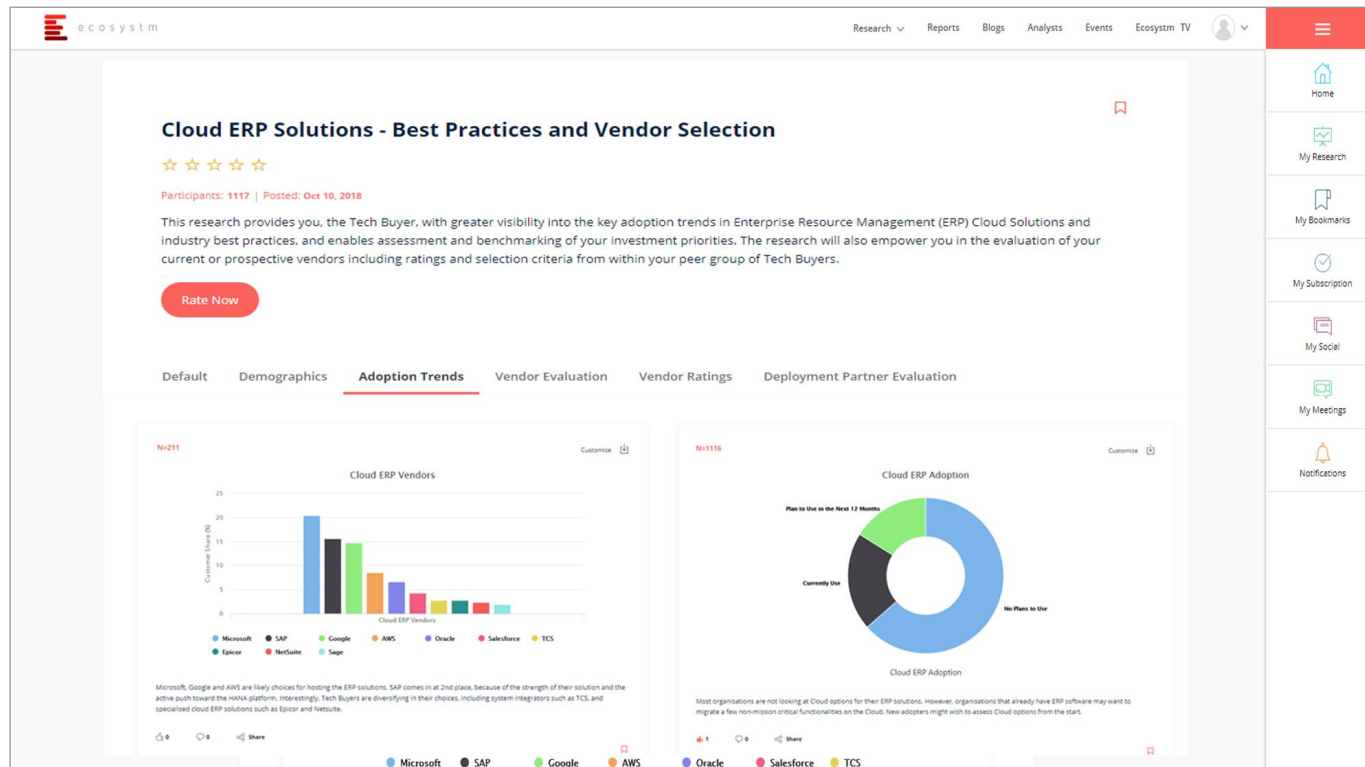
- Regular updates
- Refining campaign
- Post event report

Post event activity

- Delegate survey
- Client debrief
- Thought leadership report

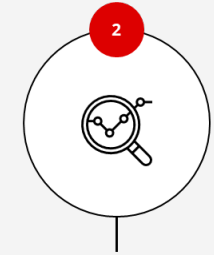
What makes our content different?

Build thought leadership content from the worlds first platform for Real-Time Primary Market Insights in an affordable “as-a-Service” model.



Automated Data Collection

Self Sustaining P2P
Community
Tech Buyers



Analyses and Quality Control

Analysis, Data Models and Quality
Control Provided by Experienced
Primary Data Team
Data Services



Consumption

Real Time “Data-as-a-Service”
Subscription Primary Research
Tech Buyers & Tech Vendors

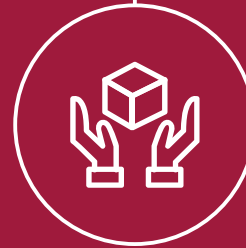
Why do organisations invest in thought leadership?



Continue to build audience trust



Gain authority by contributing high value information



Share knowledge & create a guide to assist your audience

Overview of thought leadership report

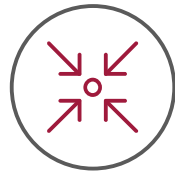
Following the roundtable, an executive summary of the discussions to capture the sentiment and continue the conversation beyond the event will be produced.

Report length: 3 to 5 pages written by analyst



Availability

3 weeks after the event



Co-branded

Client and Ecosystem

12 months licensing rights for web and printed distribution
(Ecosystem have a broad range of contacts across the globe, this will be added exposure for your brand)



Best Case Scenario at a glance

2007

Established

Proven track record

BCS through the provision of end-to-end event management services strives to help its' customers including Government, Healthcare & Technology organizations to harness the business value of events.

3

Experts in 3 key sectors

Health, government and technology

IoT Association Conference
Microsoft Excitement Days
AI-in-Medicine Summit
Proofpoint Executive Lunches
Proofpoint Exhibition
AIIA Healthcare Briefings
AIIA Executive Round Tables
Digital Transformation in Aged Care
Australian Healthcare Association Conference

100+

Events

Each year we manage 100 events & campaigns

Experience in all types of events & supporting marketing campaigns, lead generation, collaboration & engagement

Virtual events

Webinars/hybrid

Summits

Awards

Executive roundtables

Exhibitions

Large conferences



About Ecosystm

Ecosystm is a private equity backed Digital Research and Advisory Platform with global Headquarters in Singapore.

As a global first, Ecosystm brings together tech buyers, tech vendors and analysts into one integrated platform to enable the best decision making in the evolving digital economy. The firm moves away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency and autonomy.



Ecosystm clients



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