Datamatics Webinars

Powered by Truth in IT

360View events bring together up to **3 non-competitive** vendors in a regulary scheduled web talk show lasting **60 minutes** with a **lead guarantee based on actual attendance.** These events give end users a chance to efficiently learn about companies, their solutions, spokespeople and clients along with insight and analysis from a leading independent industry analyst.

Each vendor is the focus of a 20 minute video interview style segment where the analyst facilitates a sponsor presentation, customer journey, product demo, whiteboard or other format. The segment itself is professionally edited and suitable for use as a standalone asset well after the event ends. While aggregating vendors appropriately to attract the best and most interested audiences, **we present each vendor as a differentiated and uniquely valuable solution within each episode.**

360View events include a variety of lead generation, content creation, and audience engagement opportunities to highlight your company and provide your sales teams with a strong basis for follow-up after the event ends.

Datamatics
Business Solutions

- **Audience -** IT professionals only, 100% North American based (live attendance expected to be at 40%). Any overage is provided at no additional cost. Opt-in leads are delivered as .csv.

- **Speaking Position -** A 20 minute analyst-led, video interview. Pre-recorded and professionally edited to deliver the optimal audience viewing experience. Includes unlimited redistribution rights upon event conclusion.

- **Audience 2-Way Engagement -** Your staff can answer questions and engage with the audience directly via live sponsor chat rooms open for the duration of the event with both group chat and 1:1 private chat.

- **Branding -** You'll see your logo displayed throughout the event site, promotions, etc.

- **Content Redistribution -** You'll retain unlimited redistribution rights to the fully edited video clip once the event concludes.

- **Content Syndication -** Promote your webinars and reach an even larger audience through Datamatics' cost per lead programs.