



## **IDC ANALYST SPEAKERS BUREAU**

### **MAKING THE WORLD OF DIFFERENCE AT YOUR NEXT EVENT**

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### **IDC Analyst Speakers Bureau**

IDC's Speakers Bureau identifies and secures the right analyst for your next event. For online or in-person events, IDC Speakers 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 participation
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### **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 ebusiness 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.

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### **Hot Topics**

IDC analysts can provide keynote presentations using the latest research and data on many current ICT issues, including (but not limited to) the following hot topics:

- Clarifying cloud
  - Virtualisation
  - IT spending and verticals
  - Security
  - Managed services
  - The enterprise reaction to the economy
  - Channel engagement and education
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### **Media Appearances**

IDC research and analysts are frequently quoted in the media throughout the Asia/Pacific region including the Australian Financial Review, The Australian, Sydney Morning Herald, The Age, Canberra Times, ZDNet, iTWire, Voice and Data magazine, SC Magazine, iTnews, Computer Daily News, CRN, ARN, The Rust Report, Virgin Blue's Voyeur magazine, ABC Radio, ABC TV, Radio NZ, NZ Herald, Dominion Post, The Channel (NZ) and Reseller News (NZ).

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### **Recent Reports**

Follow this link to see recent reports released by IDC New Zealand, [www.idcresearch.co.nz/researchlist.htm](http://www.idcresearch.co.nz/researchlist.htm)

### **CONTACT US**

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