

Key Promotional Elements for IDG's CIO Think Tank Program

Editorial Promotion (Earned Media):

- The CIO Think Tank Roadmap Report, a white paper produced post-event by IDG's editorial team, will be promoted on the home pages and topic-appropriate index page(s) of all of IDG's enterprise sites (CIO.com, CSOnline.com, Computerworld.com, InfoWorld.com, NetworkWorld.com; JavaWorld.com) for at least one month.
 - The CIO Think Tank Roadmap Report and other editorially produced content will be made available to the editorial teams of all IDG's global properties for use at their discretion.
- The IDG Predictions Market research produced in conjunction with our sponsor partner will be promoted on IDG's enterprise sites for at least one month.
- The CIO Roadmap Report and other CIO Think Tank-related editorial content will be promoted in related content modules on other articles related to the CIO Think Tank topic (ex: If the CIO Think Tank topic is blockchain, the Roadmap Report and other CIO Think Tank editorial coverage will be highlighted in related content modules on blockchain stories.)
- The CIO Roadmap Report and other CIO Think Tank-related editorial content, including video coverage, will be promoted on the social media channels for all enterprise editorial brands.
- The CIO Roadmap Report and other CIO Think Tank-related content will be promoted in the IDG Enterprise Insider newsletter and other topic-appropriate newsletters.
- IDG's editorial team will produce original CIO Think Tank content each month that will appear on CIO.com. This content will be based on topics raised during the main CIO Think Tank session, the 'Outpost' sessions at other IDG conferences, the pre-event Predictions Market research, and discussions in the CIO Think Tank microcommunity, among other things. This content will carry CIO Think Tank-specific branding that highlights the sponsor partner and other participants.
- IDG's editorial team will produce at least four partner-sponsored video segments from the main CIO Think Tank event. These video segments will be promoted on all IDG enterprise sites as well as [IDG TechTalk](#) on YouTube.

Non-Editorial IDG Promotion (Paid, as part of partnership program):

- IDG will do a monthly co-branded email blast to an audience segment appropriate to the CIO Think Tank topic. We'll work with our partner to choose the right target recipients.
- IDG will continuously recruit membership and encourage participation in the CIO Think Tank microcommunity in promotional units across IDG's enterprise sites.
- The CIO Think Tank partner may promote one piece of relevant content in the microcommunity each week. This content should be additive to the microcommunity discussions and not overtly promotional.
- The CIO Think Tank partner will be prominently featured in promotion for the IDG events hosting the two 'Outpost' sessions. On average, the IDG events team sends out eight to 10 email waves in an advance of conferences like CIO Perspectives and FutureIT. Events are also promoted via social media.
- IDG will host a quarterly Twitter chat on the CIO Think Tank topic and will encourage Think Tank members, including our partner, to participate in the exchange. The Twitter chat is hosted on the IDG TechTalk channel and will be promoted by all IDG enterprise brands on Twitter.

Other Promotion (Owned Media)

IDG's CIO Think Tank partner will have sole licensing rights to promote the following CIO Think Tank assets on its own website and in marketing materials. (Please note that editorial content may not be revised without prior consent and each use of content produced in conjunction with CIO Think Tank should be approved in advance with IDG.)

- The pre-event Predictions Market Research
- The CIO Think Tank Roadmap Report
- Video segments created at the main CIO Think Tank session
- Post-event editorial coverage as outlined in the deliverables above.