



# Establishing the Enterprise Roadmap for Emerging Technologies

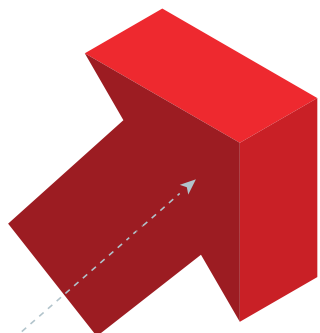


# [ INTRODUCING CIO THINK TANK ]

## Emerging technologies are nothing new to IDG.

We've been helping senior IT leaders understand and deploy cutting-edge tech for more than 50 years. And we complement that education by providing strategic partners with everything they need to reach, educate and influence the most important technology buyers about these industry transforming innovations.

IDG's CIO Think Tank program builds on this rich tradition by providing a powerful opportunity for select partners to join the CIO conversation around AI, blockchain, IoT, 5G, edge computing, and other emerging technologies and issues reshaping the business world today. Together with IDG journalists, IDC analysts and our strategic partner, we'll explore how elite buyers plan to deploy emerging tech, delve into the obstacles that may hamper their rollouts, and draft a roadmap for success in the enterprise. This enterprise roadmap — and our pre-event research - will shape in-depth IDG editorial coverage of the CIO Think Tank on sites like CIO, CSO, Computerworld, InfoWorld, and Network World.



*An Equal Partner with CIOs, Press  
and Industry Experts in Shaping the  
Future for Emerging Tech*

Your seat at the table earns you a deeper understanding of key success factors, while you shape the thinking of participating CIOs and other influencers across the marketplace — along with the opportunity to earn one-of-a-kind media coverage. The CIO Think Tank gives you a first-mover advantage in these rapidly changing markets. And, via additional discussions at IDG events like FutureIT, CIO Perspectives, and SecurIT, as well an IDG-led microcommunity on the CIO Think Tank Topic, you'll be an integral part of the conversation all year long.

All the key constituencies — CIOs, analysts, journalists, and our strategic partner — gathered in one place, engaged in one conversation. One platform designed to speed the adoption and success of the most important emerging technologies.

That's CIO Think Tank. It's an opportunity only IDG can offer you.

# [ HOW IT WORKS ]

At CIO Think Tank, we convene a cadre of elite CIOs with whom we've built strong relationships. They're joined with IDG editors, an IDC analyst, and your senior executives in a setting that befits your brand. Through discussions moderated by former IDG Chief Content Officer John Gallant, one of tech media's most experienced editorial and event leaders, executive participants will share their thoughts, aspirations and concerns about a key emerging technology. You, our exclusive partner, will be an equal participant in that conversation, and you'll also have the opportunity to share your strategic vision and product/service roadmap.

Over roughly 24 hours of social activities and focused conversation, CIO Think Tank members will establish a roadmap of enterprise needs for the emerging technology in focus. The on-site conversation will be informed by IDG Prediction Markets research conducted in advance of the CIO Think Tank session — research shaped by you, our strategic partner.

After the main CIO Think Tank event, a smaller group of participants — one to three CIOs, an IDG journalist and one of your executives - will continue the conversation in CIO Think Tank 'Outpost' sessions in other IDG events throughout the year. Along with the Outpost sessions, IDG will build and manage an ongoing microcommunity on the event topic.

The result?

Continued exposure for your brand and executives, continued opportunities for earned media, and even more feedback from prospective buyers. You'll have unfettered access to the leading minds on a key topic, plus content assets, research, and ongoing engagement that will influence your messaging and shape R&D. You'll gain deep insights into CIO plans and needs, and the opportunity to showcase your positioning and strategic roadmap.

CIO Think Tank is an exclusive platform for thought leadership, market leadership, and visibility for IDG partners looking to boost their profile as innovators and enterprise leaders in emerging technology.



## AUDIENCE

This event will attract 8-10 CIOs from large companies across all industries. As an invitation-only event, all attendees are hand-vetted to include qualified titles, companies, and buyers.



## LOCATION

CIO Think Tanks are held in high-end properties. As the exclusive event partner, you will help us select the best city and venue for the program.

## PARTICIPANTS

- 8-10 CIOs/IT Executives
- IDG Editors
- IDC Analysts
- Optional: Venture Capitalists (Based upon mutual agreement)
- Partner Executives

## SAMPLE AGENDA\*

- FIRST EVENING:  
Arrivals and Dinner
- CIO THINK TANK:  
**7:30-8:30**  
a.m. breakfast  
**8:30-10:30**  
Session 1 (on the record)  
**10:30-11:00**  
Break  
**11:00-12:30**  
Session 2 Partner Vision and Strategic Roadmap  
**12:30**  
Lunch followed by afternoon activity, such as golf

\*Agenda subject to change

## FOR MORE INFORMATION

Contact your IDG sales executive or:

**ADAM DENNISON**  
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IDG Events & Publisher, CIO  
508.935.4087  
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# [ KEY BENEFITS ]



## PRE-EVENT

- You'll help shape an IDG Prediction Markets Study focused on our discussion topic in advance of the working CIO Think Tank session. Results will be shared during the event and used to inform the discussion. The research will be conducted across a select group of IDG readers, including CIO 100 honorees. Prediction Markets are the best method to predict unmet, unknown and emerging market needs and trends, and this thought-leadership study will yield results that will inform the agenda and drive additional discussion among attendees.
- Your participating executives will take part in a pre-event prep call with other invitees to discuss the structure of the conversation, key goals and deliverables.

## ON-SITE

- You'll have a seat at the table: Your executives will participate as attendees, and will have access to the entire event, both on- and off-the-record sessions.
- You'll have dedicated session time to share your vision and strategic roadmap with attendees.
- You'll host a networking dinner the night before and networking activities post-event — an opportunity for valuable personal interactions and relationship building.

## POST-EVENT DELIVERABLES

- IDG's editorial team will create a CIO Think Tank "Roadmap Report" capturing key discussion points and enterprise needs, as well as insights from the pre-event research, that will be promoted to our enterprise audiences on IDG sites.
- Your senior executive will participate in two additional 'Outpost' panel discussions to be held throughout the coming year at IDG events. We'll work with you to select the best event options.
- Four video vignettes based on editorial coverage of the discussion or 1-on-1 interviews with participants will carry your branding.
- You'll be a founding member and participant in a microcommunity built and managed by IDG around the CIO Think Tank topic.

## SAMPLE TOPICS

- AI/Machine Learning
- IoT
- Edge Computing
- Blockchain for Business
- Workplace of the Future
- Multi-Cloud Computing

**“**The most appealing part of this idea [CIO Think Tank] is the thought leadership and exchange — a chance to share what we have been thinking and be better educated.**”**



# [ MEDIA OPPORTUNITIES ]

CIO Think Tank provides a unique opportunity for CIOs and business leaders to get valuable face time with our award-winning B2B editorial team, and earn media featured on the world's largest enterprise IT websites. Senior IDG editorial subject matter experts will attend the event and take part in all discussions. They will offer expertise, opinions and insight, and help facilitate a lively and informative conversation. IDG's video team will capture video vignettes, as well as one-on-one interviews with participants. All editorial coverage related to an event will carry a CIO Think Tank explainer graphic outlining the mission of the event with recognition of all event participants.

In addition to the CIO Think Tank "Roadmap Report", IDG's editors will explore additional coverage opportunities throughout the year, including reporting from Think Tank Outposts as well as use cases discussed during CIO Think Tank, executive interviews, and out-takes from the ongoing microcommunity discussions. As always, this additional coverage is at the discretion of the editors, but the event is designed to highlight issues and concerns of interest to IDG's senior tech readership.

## INVESTMENT

One partner (plus up to 2 of their Strategic/Alliance/Technology Partners): including two CIO Think Tank Outpost sessions at IDG's CIO Perspectives, FutureIT or SecurIT events - contact your IDG sales executive for pricing details.

## ADDITIONAL OPPORTUNITIES

Our strategic partner for a CIO Think Tank event has the opportunity to amplify and expand awareness and reach through a portfolio of IDG content syndication, native advertising, lead generation, display, and event opportunities. We'll help you create a customized plan designed to maximize your investment in CIO Think Tank.



## ABOUT THE PRODUCER

IDG Communications, Inc., publisher of Computerworld, InfoWorld, Network World, CIO, and CSO delivers high-level, strategic resources to IT and security professionals through its websites, executive conferences and peer exchange. IDG provides an encompassing array of event platforms including CIO 100, CSO50 Conference + Awards, CIO Perspectives, FutureIT, SecurIT and AGENDA, connecting IT and security professionals with each other, and with the leading technology companies focused on supplying the critical tools to make their organizations competitive.

## 2019 EXECUTIVE PROGRAMS

IDG's content-rich conferences provide technology companies with unparalleled access to high-powered IT executives at many levels. Our programs are where the nation's top IT executives convene for unmatched peer-to-peer networking. Our unbiased event programming fosters the building of a vital IT executive community where ideas can be shared and debated, winning solutions can be presented and discussed, and career opportunities can be revealed.

To view a complete listing of upcoming IDG events, please visit:  
[www.idg.com/events](http://www.idg.com/events)

## FOR MORE INFORMATION

Contact your IDG sales executive or:

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