

Workshops and Presentations

RESEARCH, ANALYSIS AND CONSULTING SERVICES

BUILDING SUCCESS USING IDC SPEAKERS

Let an IDC speaker add value to your event next time you are hosting customers, partners, press or colleagues. IDC can provide the extra you need to attract the target group to your event.

IDC can help you improve the quality and output of your internal or external meetings, as we provide an outside opinion on your market, your company or the competitive environment.

IDC Analysts are topnotch speakers as well as credible and dependable industry experts. They deliver high-impact, relevant, and thought-provoking insight into the hottest technology, services and eBusiness issues.

Who can benefit and when:

- Sales and marketing managers at events for customer and partners
- PR and marketing manager at press events
- Management teams at business planning meetings
- Sales/marketing managers at internal kick-off or staff meetings

WHY USE IDC SPEAKERS?

IDC knows your market from a different angle than yourself. We are therefore in a unique position to discuss and assist you in your market approach.

IDC speakers help you:

- Educate your prospective clients on ROI and business benefits of IT based solutions
- Add an independent view at your events strengthening your message to the audience
- Define the business growth rate scenarios
- Kick-start long term strategy planning
- Evaluate drivers and inhibitors to your market
- Offer strategic advice and provide insight on new products and industry developments
- Illustrate technology adoption and market trends, IT user behaviour and spending intentions
- Discuss your market potential and client base
- Identify key competitors and competitive strengths/weaknesses
- Improve the quality of business planning

THE EXTERNAL VIEWPOINT



TOOLS AND METHODOLOGIES

Who wants to hear what?

Working in this business for more than 20 years in the Nordics, IDC is an expert in presenting the right angle to the right target group. External, internal, managers, press, technical, partners - all have their own interests and approach to the market. If you tell us who will be in the room, we will make sure to aim the cut of message and data, in order to give your audience a high quality experience.

Content of presentations

- Unique database of reports and data covering local, regional and worldwide level
- Market sizing and Forecasts
- Competitive analysis including IDC's Leadership Grid
- Consumer and B2B user surveys
- Channels studies

EXAMPLES OF RECENT WORKSHOPS AND PRESENTATIONS

Workshop: Strategic Planning Meeting

Scope: At an off-site strategic planning meeting our client asked IDC to provide an external view of their markets and the competitors.

Benefit: Significantly improved business plan through a more realistic sense of business growth and opportunities, including better understanding of the competitive situation, including competitors as well as own strengths and weaknesses and help in identifying long term strategic direction and product strategies.

Presentation: Product Launch Road show

Scope: As a part of a European product launch the client arranged a roadshow to present new products to partners and press. IDC presented an unbiased view on the market trends and forecast, complementing the client's message in their speeches.

Benefit: Supported by IDC the company's message to the market was significantly stronger. The press like to write unbiased articles and IDC can provide input to exactly that. IDC was a magnet to the event.

FOR MORE INFORMATION, VISIT US AT [HTTP://NORDIC.IDC.COM](http://nordic.idc.com)

IDC is the foremost global market intelligence and advisory firm helping clients gain insight into technology and ebusiness trends to develop sound business strategies. Using a combination of rigorous primary research, in-depth analysis, and client interaction, IDC forecasts worldwide markets and trends to deliver high-quality service and client advice. More than 700 analysts in 43 countries provide global research with local content. IDC's customers comprise the world's leading IT suppliers, IT organizations, ebusiness companies, and the financial community.



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