



Australia & New Zealand Event Calendar, 2010

AN IDC GO-TO-MARKET SERVICE Subject to change (v1.29 updated 14.07.10). Please visit idc.com.au or idc.com/nz

	Industry Insights	Conferences Vision	Special Events Custom
FEB	Financial Insights Executive Roundtable Thurs 4 February, Four Seasons Hotel, Sydney		Cloud Computing Roundtable Series Wed 17 February, Aria, Sydney Tues 23 February, Taxi, Melbourne
MAR			
APR		Business Analytics Breakfast Briefing Tues 13 April, Hilton Hotel, Auckland Tues 20 April, The Westin, Sydney	Cards & Payments Banking Roundtable Thurs 22 April, Prime, Sydney
MAY	Health Insights Exec Roundtable 11-12 May, Museum Hotel, Wellington (retreat) Tues 18 May, Four Seasons Hotel, Sydney Government Insights Exec Roundtable 12-13 May, Museum Hotel, Wellington (retreat)	Intelligent Green: Sustainability Beyond the Datacentre Conference Thurs 6 May, Hilton Hotel, Auckland	Government Roundtable Tues 11 May, Duxton Hotel, Wellington
JUN			Desktop Virtualisation Roundtable Tues 8 June, Four Seasons Hotel, Sydney TUANZ Innovation Finalist Event In association with IDC Wed 23 June, The Langham, Auckland TEL.CON 11 29 - 30 June, SKYCITY, Auckland
JUL		4th Annual CIO Summit 20-21 July, SKYCITY, Auckland (in association with Bright*Star and CIO Magazine) 22 July, The Westin, Sydney (in association w/ IDG)	Security CIO Roundtable Thurs, 1 July, Aria Sydney Emerging Trends Lunch 6 July, Westin Hotel, Auckland
AUG		2nd Annual Cloud Computing Conference Tues 24 August, Hilton Hotel, Auckland Thurs 26 August, Sheraton on the Park, Sydney	Emerging Trends Lunch Wed 25 August, Westin Hotel, Auckland
SEPT	Financial Insights Executive Roundtable Thurs 9 September, Auckland		TUANZ Innovation Awards Dinner In association with IDC Tues 2 September, The Langham, Auckland
OCT	Financial Insights Executive Roundtable Thurs 14 October, The Westin, Sydney	CIO Summit 6 October, Hilton on the Park, Melbourne (in association w/ IDG)	Emerging Trends Lunch Tues 19 October, Westin Hotel, Auckland TUANZ Rural Broadband Conference In association with IDC 28 - 29 October, Napier
NOV		Cloud-based Customer Partnerships Wed 3 November, Auckland Thurs 4 November, Sheraton on the Park, Sydney 1st Annual ITEX Conference Tues 23 November, Auckland (in association with Bright*Star and CIO Magazine)	Emerging Trends Lunch Tues 23 November, Westin Hotel, Auckland

IDC Events & Marketing Services

IDC's Events and Marketing Services provide you with several ways to connect the value of IDC's brand with your target audience. With experience in hundreds of industry conferences around the globe, and an in-house team providing custom event management for your own events, IDC is the premier partner for your communication and branding goals.

Participating in an IDC conference will provide your organisation a branding and marketing opportunity that will help establish your organisation as a leader in the minds of your audience.

What's Included

IDC offers a full menu of services to help you maximise your event's potential. IDC provides overall project coordination and IDC analyst speaker management at every level of engagement.

For custom events, IDC can manage the entire scope of event activities including agenda development, audience generation and marketing, logistics and onsite management, and registration.

Event Sponsorship

IDC Events are designed to highlight a limited number of vendors who participate as program, tabletop exhibit, or promotional item sponsors. This format ensures that you will not have to battle with a room full of your competitors to gain the attention of key clients and prospects. You will have dedicated time with a senior-level group of attendees with purchasing power, a world-class roster of speakers, and senior-level IDC analysts.

Because the IDC conference model offers a limited number of high-value sponsorship opportunities, participating in an IDC conference will provide your organisation a branding and marketing opportunity to help establish your organisation as a clear leader in the minds of senior decision makers.

Event Benefits

- Face-to-face interaction with targeted "decision-making" prospects
- Opportunity to present your message to a highly qualified audience
- Gain a better understanding of your customers' strategies through case-study presentations
- Participation in extensive promotional campaign
- Minimum investment for maximum exposure

Event Offerings

IDC events are aimed at delivering dependable relevant and high-impact data and insight to help organisations make sound business and technology decisions. IDC event offerings include targeted vertical sectors, annual road-shows and custom events targeting hot topics:

**Industry
Insights**

IDC Insights Events are technology events focused on vertical industry. These events allow direct communications and positioning for the leading technology spending sectors. A smaller yet more targeted audience can be brought together in an executive retreat or roundtable discussion.

**Conferences
Vision**

IDC Vision conferences are selected from IDC Asia Pacific's annual road-shows and focus on hot topics such as "Mobility & Convergence", "Security & Business Continuity" and "Infrastructure Innovation". These annual events are attended by CIOs from all sectors.

**Special Events
Custom**

IDC Custom events include custom conferences, VIP dinners, summits, roundtables, award shows, and more. All events include IDC co-branding, event expertise, and include IDC analysts and content.

Sponsorship Benefits

IDC events offer multi-layered sponsorship packages to suit all needs for audience exposure, positioning and marketing. IDC Vision conferences have sponsorship packages ranging from the exclusive DIAMOND sponsorship, which includes premium branding opportunities, two speaking slots, an IDC case study, special guest passes and an expo booth, through PLATINUM, GOLD & SILVER packages, and special opportunities for networking drinks, bags and other giveaways.

IDC Custom Event packages offer the value of IDC's brand, event expertise, and access to its well-known industry analysts. Our events team can help you develop the agenda and content for face-to-face interaction, including product education sessions, customer events, partner or developer conferences, and more. Whether you're looking to attract top prospects, close sales leads, or retain top customers, IDC Custom Events can design a unique and successful event to meet your goals.

IDC Analysts participating in the events are engaging speakers and experienced facilitators, as well as credible and dependable industry experts. They provide leading perspectives, analysis, and data on the hottest technology, services, and business issues. Your customers and prospects will not only appreciate the direct access to an IDC analyst, but will also find this to be a powerful networking experience - all complements of your organisation. Our analyst's knowledge attracts strong attendance at a custom conference. In addition, when an IDC analyst is interwoven creatively into a special event - awards show, golf tournament, dinner and more - your event takes on a compelling, thought-leadership attraction that goes beyond an everyday invitation.

For more information, visit www.idc.com.au or www.idc.com/nz



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