Solution Brief: Deliver Virtual Events

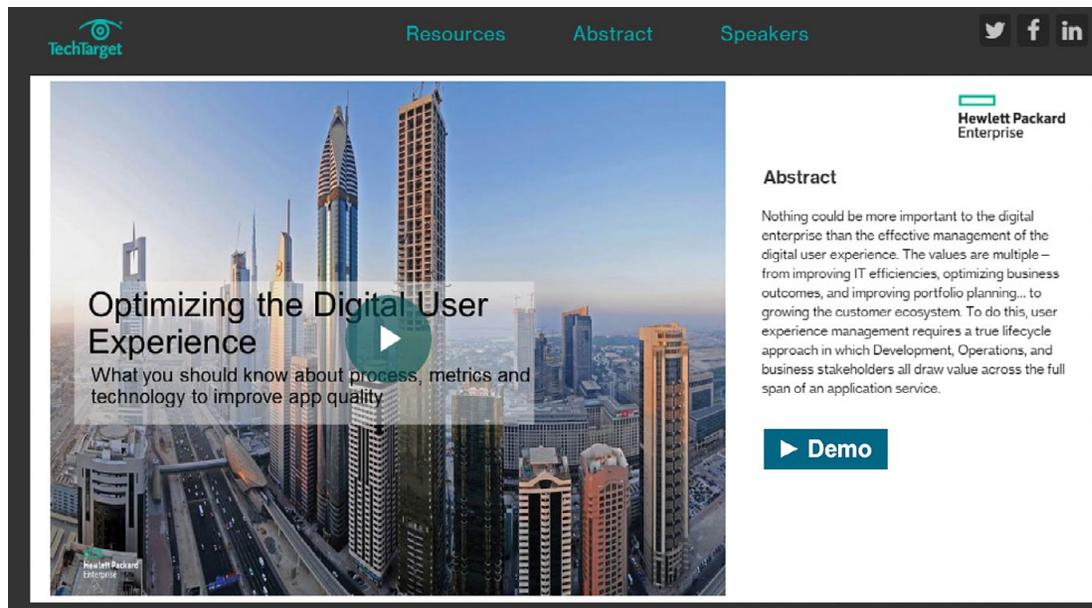# Virtual Event Success— from Recruitment to Follow-Up

TechTarget ®

Introduction: Executing a successful virtual event, whether a straightforward webcast or robust tradeshow, requires expertise across many disciplines. From targeting the best audience to ensuring content uptake and providing a superior attendee experience, there's a lot to cover.

The TechTarget portfolio of virtual events and services helps you deliver the goals of your online experiences with end-to-end marketing support.

End-to-End Webcast Expertise
Drive awareness and leads through an interactive learning environment

From expert speakers and sponsor-branded presentation content to turnkey production, project management, moderators and guaranteed leads, TechTarget has deep experience producing and promoting your online events. We support you throughout the event lifecycle from production to pre- and post-event promotion.

TechTarget offers three comprehensive webcast options:

Vendor Webcast: You provide an expert speaker and presentation materials.

Expert Webcast: You determine the topic and TechTarget provides an expert speaker and presentation materials with sponsor branding.

Editorial Webcast Sponsorship: Sponsor a fully produced webcast on a relevant topic—100% sourced from TechTarget's expert editorial content with sponsor Q&A.

Learn how our interactive webcast solutions will increase your sales pipeline. Get started today.

Virtual Seminars and Tradeshows

Create highly immersive, personalized experiences

Virtual seminars and tradeshows are an ideal alternative to face-to-face events. Executed properly, they can be highly immersive experiences with one-to-one interaction. Attendees can virtually enter a tradeshow booth, be greeted by a salesperson and see a demo. Like physical events, they can run for just hours or up to multiple days.

For virtual tradeshows, we can support all the marketing-related elements directly with you. If you are looking for the right platform to support the program, we can refer you to our preferred partners that handle all of those requirements.

Leverage TechTarget's 20 years of audience recruitment and branding reach for your virtual event.

TechTarget will work with you to:

- Promote your event and generate registrants.
- Provide expert message creation guidance and expertise.
- Deliver full email support, including a reminder email prior to the event and a "day of" email immediately at the start of the live event to maximize day-of attendance rates.
- Execute additional promotions driving on-demand registrants for up to two months after the live date, or until the registration goal is met.

Launch your virtual events with experts in driving qualified attendance. Get started today.

Integrated Marketing to Support Your Event and Deliver More Opportunities

Priority Engine™

For better recruitment, build active prospect lists. Filter by geography, current activity, specific interests, installed technologies, partner alignment and more. **Learn More**

Content Syndication

Guaranteed leads by amplifying event content via syndication across TechTarget's super-targeted network. **Learn More**
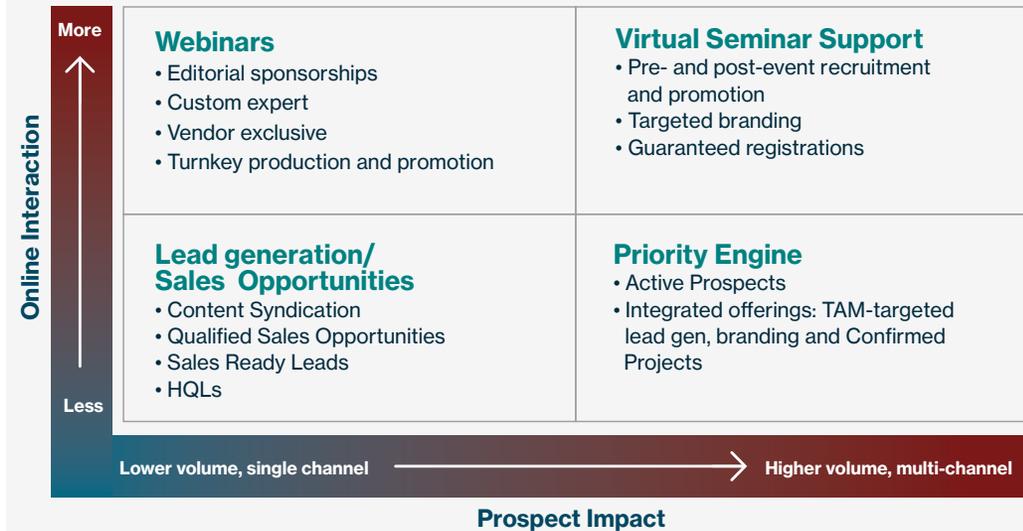
Branding

Generate excitement before and re-target post-event to influence long-tail demand with useful, supportive branded messaging. **Learn More**

Sales-Quality Leads™

Maximize sales teams' focus and augment outcomes by prioritizing the accounts that matter most right now. Sales-Ready Leads™, Confirmed Projects™ and High-Quality Leads™ offer three levels of deep pre-qualification that's right for many sales teams' immediate action. **Learn More**

TechTarget solution spectrum for digital event and field enablement support

	Webinars	**Virtual Seminar Support**
More ↑	• Editorial sponsorships • Custom expert • Vendor exclusive • Turnkey production and promotion	• Pre- and post-event recruitment and promotion • Targeted branding • Guaranteed registrations
	Lead generation/ Sales Opportunities	**Priority Engine**
Less	• Content Syndication • Qualified Sales Opportunities • Sales Ready Leads • HQLs	• Active Prospects • Integrated offerings: TAM-targeted lead gen, branding and Confirmed Projects

Online Interaction

Lower volume, single channel ⟶ Higher volume, multi-channel

Prospect Impact

Talk with one of our integrated solution experts to launch your virtual events. Drive awareness and pipeline growth. Get started today.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

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