

Virtual Events & Webinars

for Research, Insights, Analytics
& Customer Experience Audiences

2023

2023 Events Schedule

Event Format	2023 Dates
Webinars (standalone)	2 x monthly slots
Demo Day #1	February 14-16
The Ad & Brand Insights Summit	April 25-27
Demo Day #2	July 11-13
The Innovation Insights Summit	Oct 17-19

Webinars | Demo Days | Summits

Overview

Webinars

Upcoming Live Webinars

Masterclass: Using Co-Creation Communities to Maximise your Product Development Pipeline
Free masterclass by KLC.
April 15th - 11am EST | 4pm UK
Learn how to incorporate co-creation into product development; use insight communities to generate innovative concepts; and build a collaborative environment for iterative ideation with customers.

Masterclass: Run High Impact Online Workshops
Free masterclass to help you design, plan and run better online workshops. Weds May 6th 10am EST, 3pm UK. Led...

Masterclass: Using Co-Creation Communities to Maximise your Product Development Pipeline
Free masterclass by KLC. April 15th - 11am EST | 4pm UK Learn how to incorporate co-creation into product development,...

Masterclass: B2B Software Trends - What They Mean for Research Technology
Masterclass for leaders of research agencies and technology firms. Available on-demand and for free until April 26th only. Module 1...

Masterclass: Fundamentals of the Analytics Translator Role
Free masterclass for researchers, consultants and insight managers. Weds May 24th 11am EST, 3pm UK. Learn about...

Fundamentals of Online Qualitative Research - Module Six: Long Term Communities
Weds June 2nd - 10am EST | 3pm UK. How to build communities, maintain dialogue with members, keep them...

Fundamentals of Online Qualitative Research - Module Five: Video Interviews and Focus Groups
Weds May 12th - 10am EST | 3pm UK. How to get the best value from real time video research.

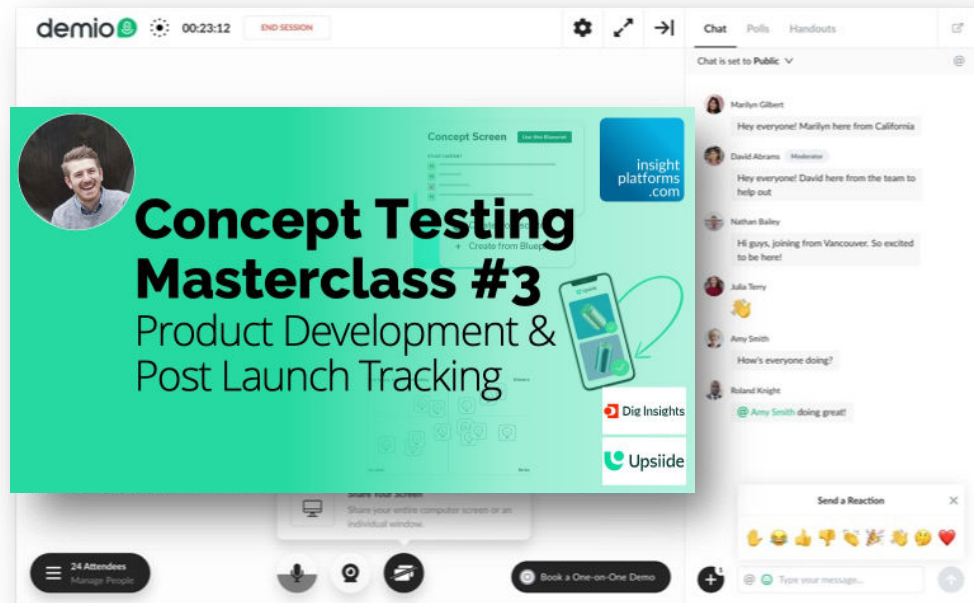
Webinars and Masterclasses are standalone events that typically attract between 50 and 200 registrations.

Live attendance is 25% - 40% of those registered.

Webinars landing page:

<https://www.insightplatforms.com/webinars/>

Event Format: Live + On-Demand



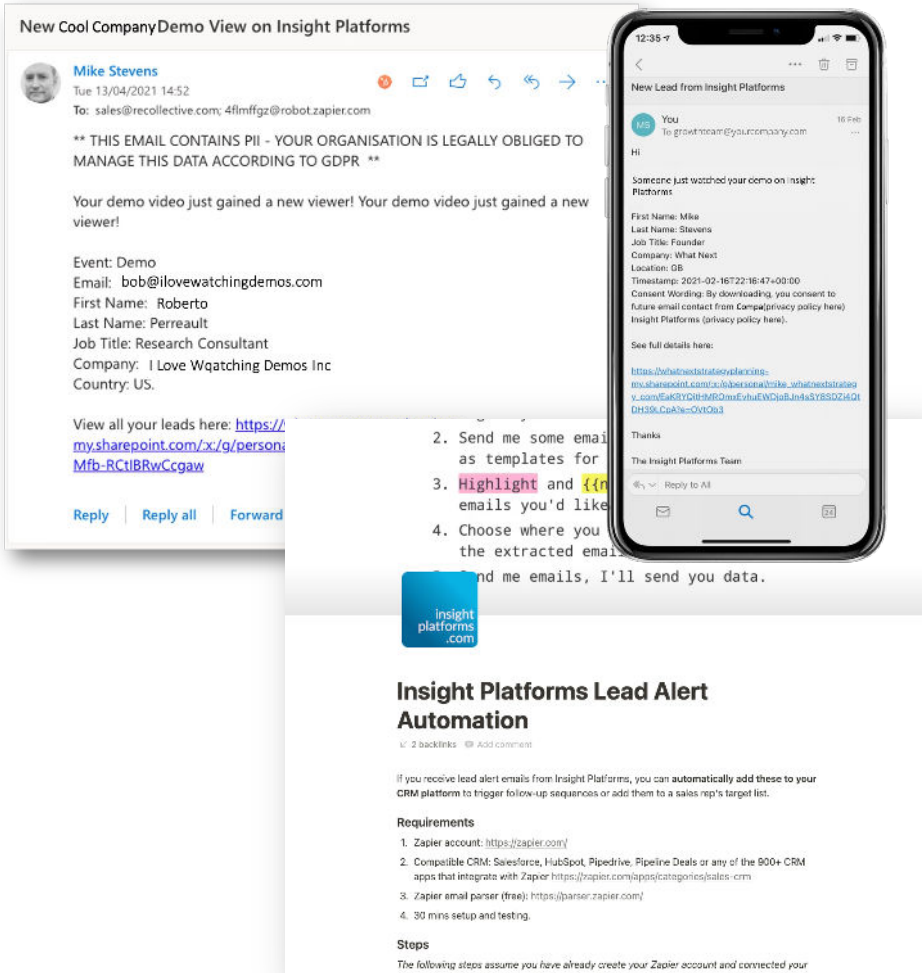
Webinar content is recorded in advance and played 'as live' in the webinar or masterclass.

Audience Q&A is moderated live by the Insight Platforms host.

Recordings are hosted for 12 months for on-demand access.

Opted-in contact details are provided for all registrants, attendees and on-going views.

Post-Webinar Lead Management



Lead alert emails are triggered each time a demo is viewed.

Opted-in contact details are provided for all registrants, attendees and on-going views.

We can help you automate the integration of new leads directly into HubSpot, Salesforce or another CRM

Webinars

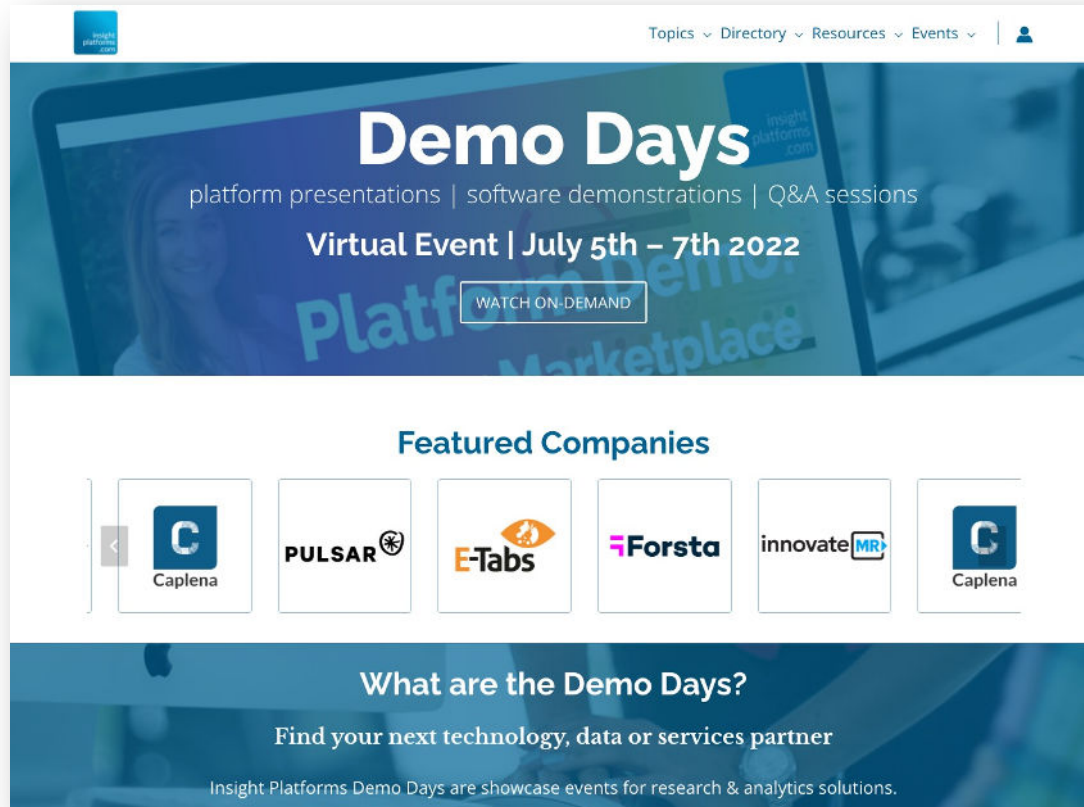
£2,350
\$2,750
€2,650

One-time investment

- ✓ Setup, Marketing & Audience Management
- ✓ Preparation of session recording
- ✓ Moderation of live Q&A sessions
- ✓ 12 months' video hosting on webinar section of the site
- ✓ Lead capture for live registrations / attendees and on-going viewers

Webinars | **Demo Days** | Summits

Overview

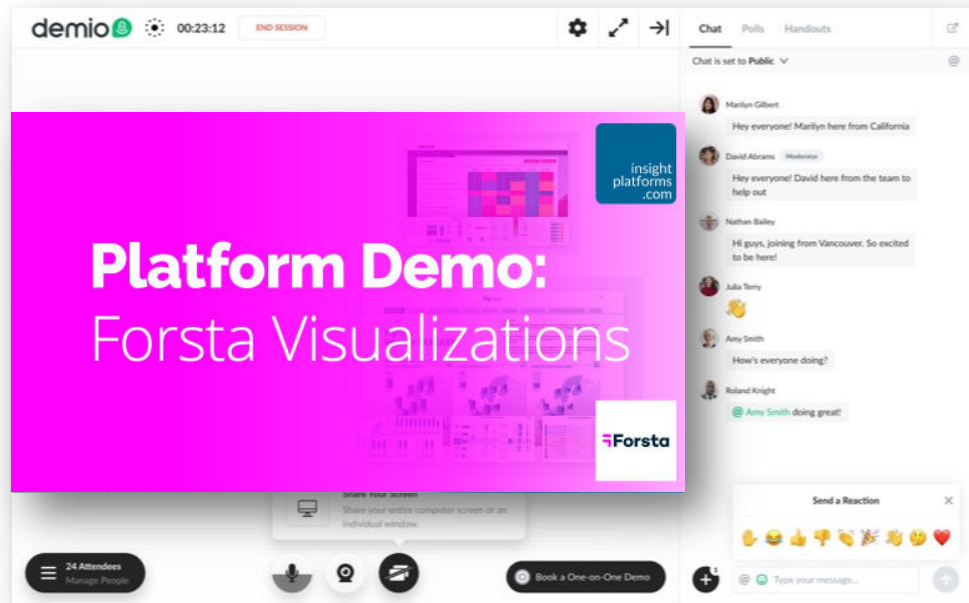


Demo Days are one-day online conferences for software firms, agencies and data providers to showcase their capabilities and / or technology to an audience of potential buyers.

Example event landing page:

<https://www.insightplatforms.com/summits/demo-days-jan-2021/>

Live Event Format



Each day features 6-8 consecutive 40-50 min sessions with live audience Q&A.

Presentation and demo content are recorded in advance and played 'as live' during the event.

Sessions follow a broadly consistent structure:

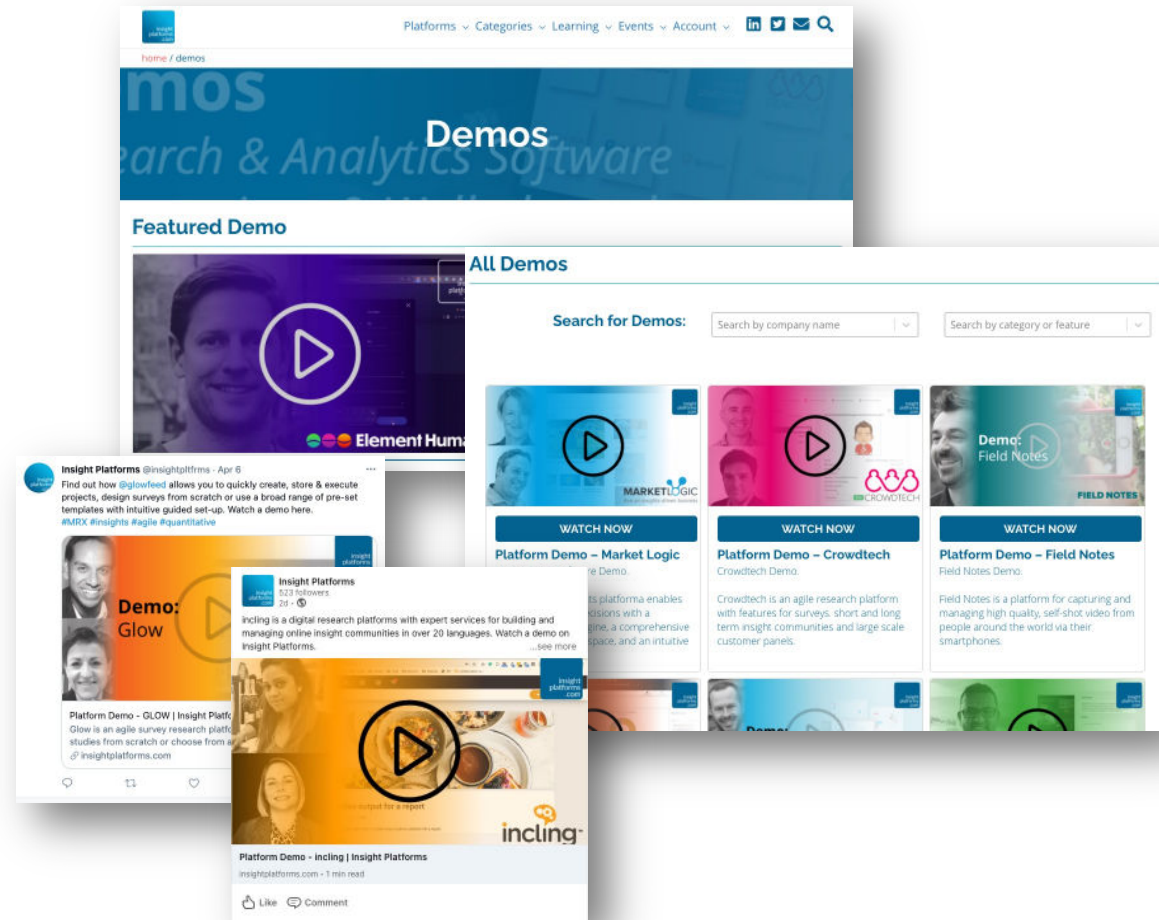
1. Company Intro (~5 mins)
2. Demo (~25 mins)
3. Q&A (~15 mins)

Post-Event Access

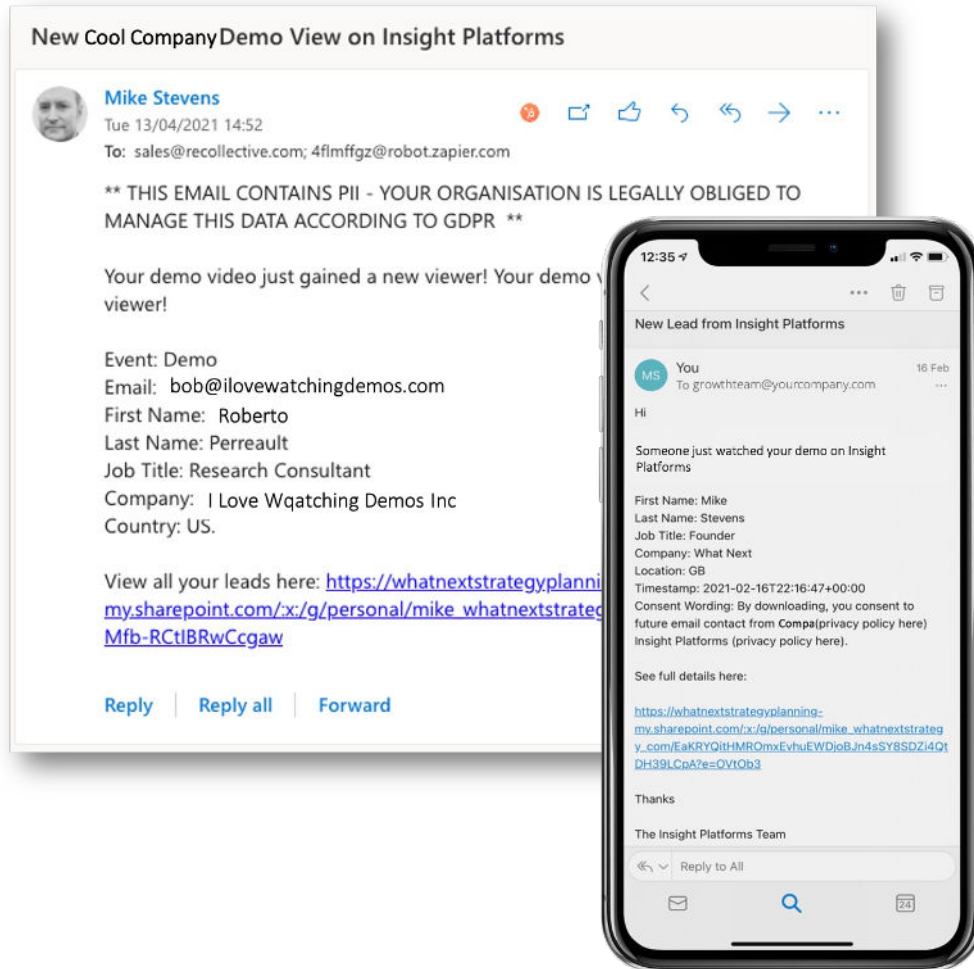
All demos are hosted for 12 months in the dedicated Demos section of the site.

Monthly social media promotions drive on-going awareness and views.

<https://www.insightplatforms.com/demos/>



Post-Event Access



Demo Day events attract between 400 and 500 total registrations.

Individual demo sessions see between 15 and 50 live attendees.

On-demand demos generate between 2 and 10 new views every month.

Lead alert emails are triggered each time a demo is viewed.

Opted-in contact details are provided for all registrants, attendees and on-going views.

Demo Day

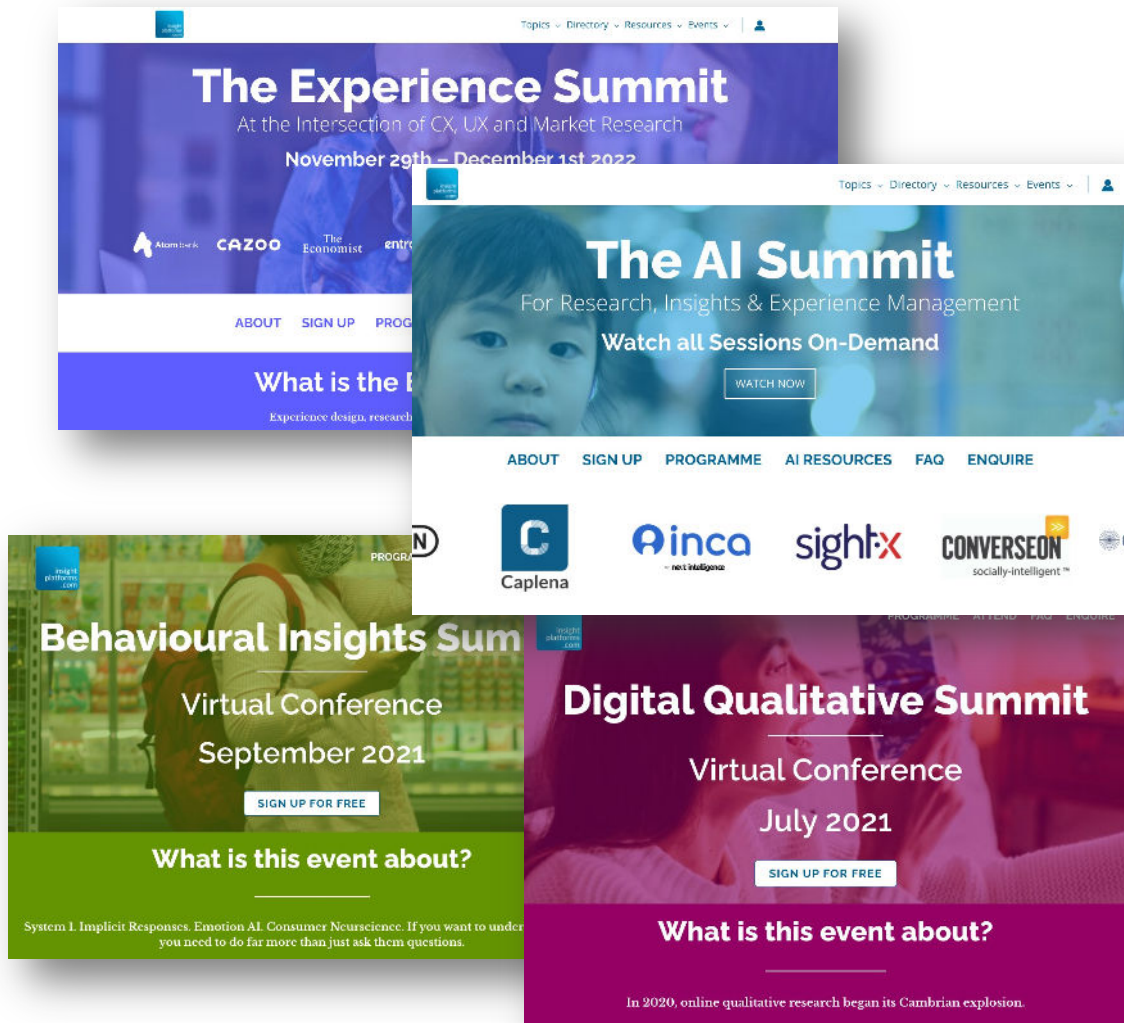
£2,350
\$2,750
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One-time investment

- ✓ Setup, Marketing & Audience Management
- ✓ Preparation of session recording
- ✓ Moderation of live Q&A sessions
- ✓ 12 months' video hosting on directory listing and Demo page
- ✓ Lead capture for live registrations / attendees and on-going viewers

Webinars | Demo Days | **Summits**

Overview



Insight Platforms Virtual Summits: specialist 2-3 day online conferences.

Each summit features live sessions; exhibitor booths and networking opportunities.

Attendance is free; all session recordings are hosted for subsequent on-demand access.

2023 Virtual Summits

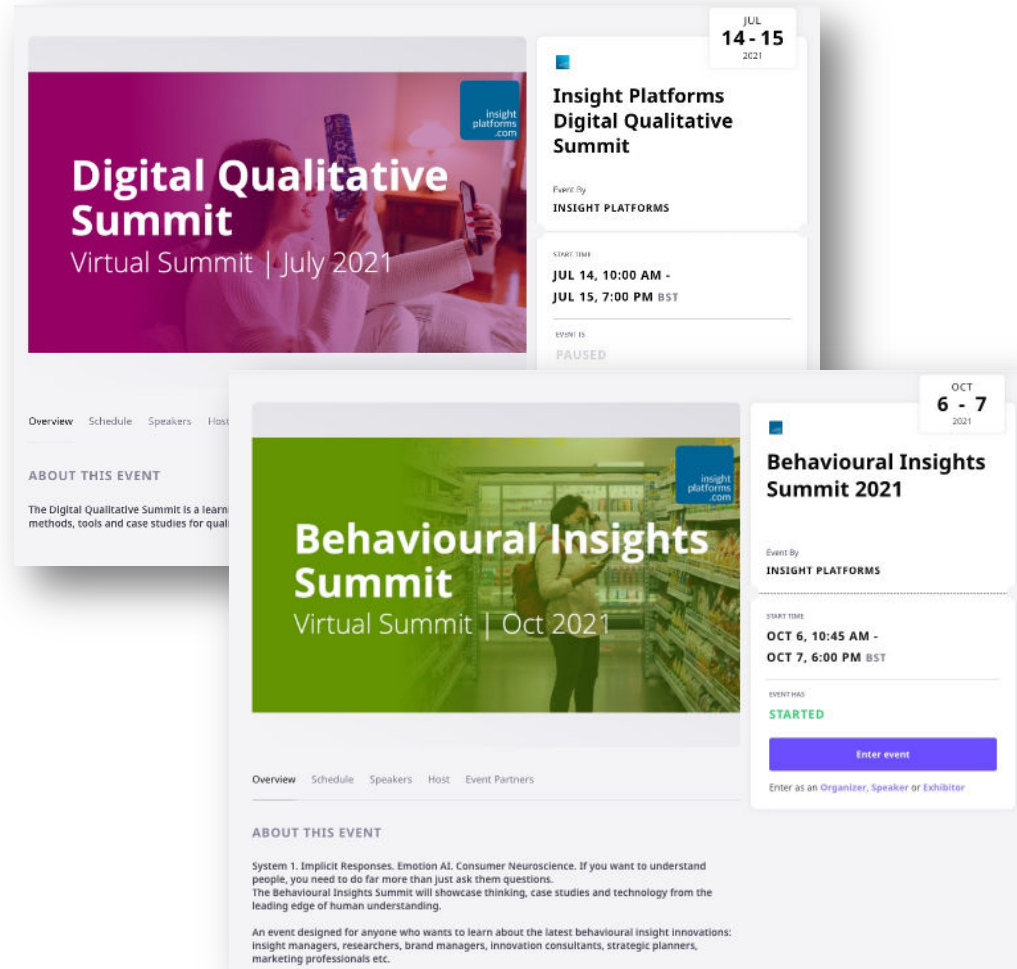
The banner features a green background with a blurred image of Japanese vending machines. The text is white and centered. In the top right corner, there is a small blue square with the text 'insight platforms .com'.

**The Ad & Brand
Insights Summit**
Strategy, Research, Analytics & Measurement
Free Virtual Event | Apr 25th – 27th 2023

The banner features a dark blue background with a blurred image of three people in a meeting. The text is white and centered. In the top right corner, there is a small blue square with the text 'insight platforms .com'.

**The Innovation
Insights Summit**
From Idea Generation to Post Launch Tracking
Free Virtual Event | Oct 17th – 19th 2023

Event Format



Summits are hosted in a virtual conference platform that includes

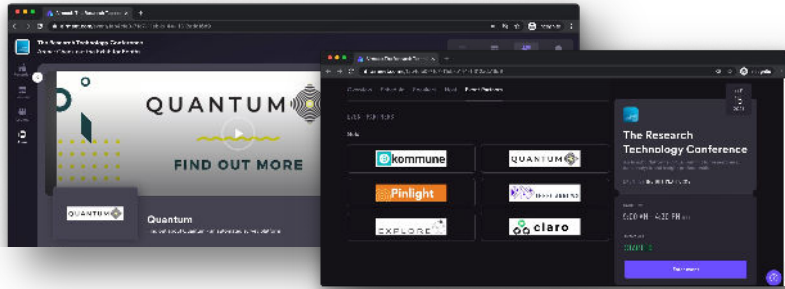
- live speaker sessions
- virtual booths for sponsors
- breakout rooms / social lounge

VIEW DEMO CONFERENCE 

<https://inspl.at/summit-demo>

Sponsor Benefits

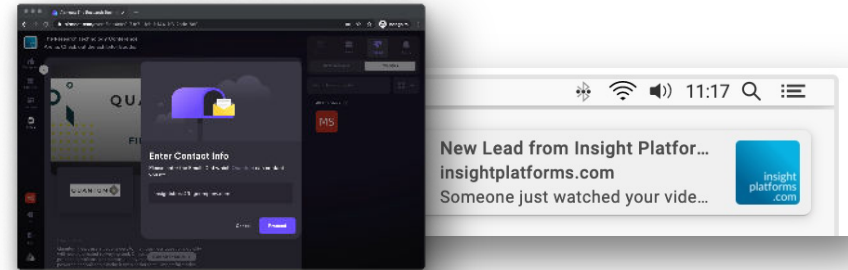
- 1 Brand Building
High profile sponsor positions



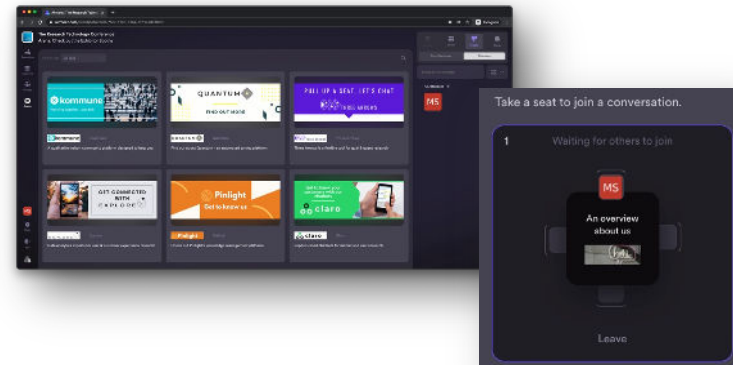
- 2 Thought Leadership
Live presentation and panel sessions



- 3 Lead Generation
Attendees, enquiries & on-going



- 4 Prospect Engagement
Virtual booths & breakout tables



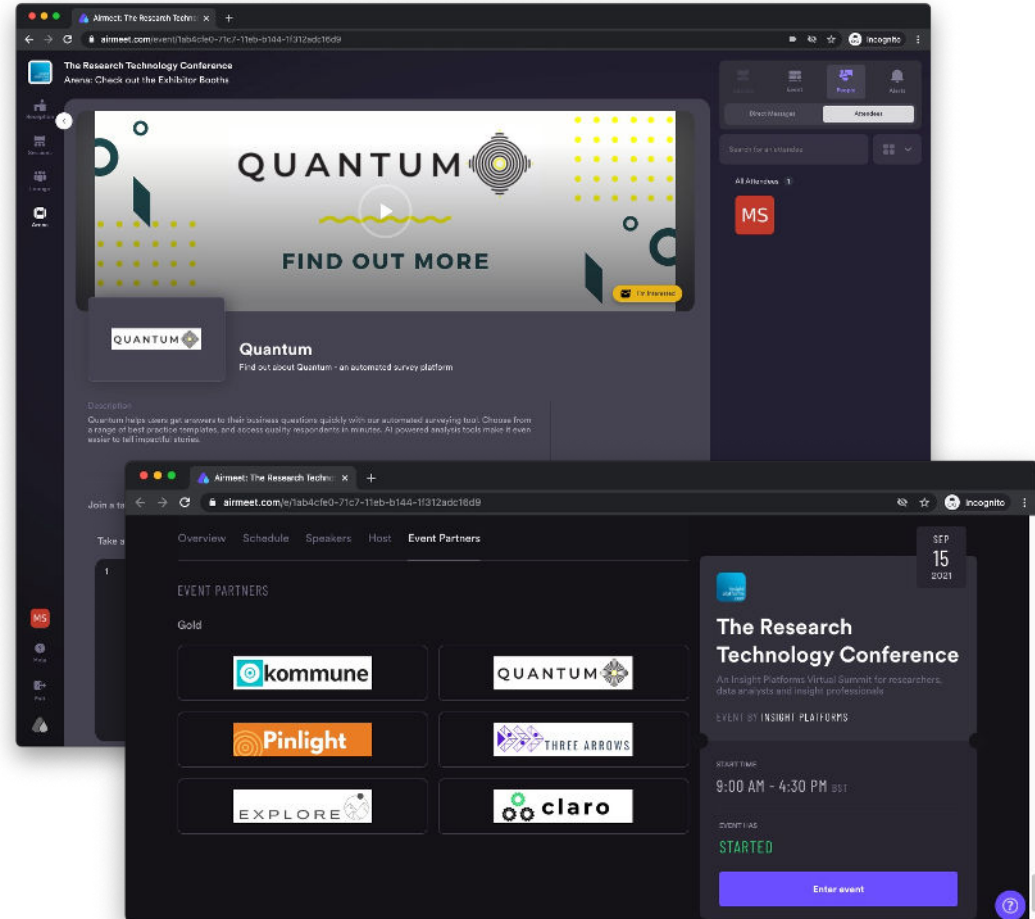
Sponsor Benefits

1 Brand Building

Event sponsors receive high profile brand exposure across the conference site and in all pre-event promotions.

Specific benefits include:

1. Logo and short profile featured on event signup page
2. Inclusion in event promotions (subscriber emails / social media posts)
3. Virtual conference booth with space for brand assets (banners, logos, videos, downloadable resources).



Sponsor Benefits

2 Thought Leadership

Each sponsorship package includes:

1. One 45 minute slot in the **live programme**; choice of :
 - **Presentation or case study** - hybrid format with pre-recorded content and live video discussion with audience Q&A
 - **Panel discussion participation**
 - **Masterclass or workshop** focused on tangible skills building
2. Additional **content downloads** and **custom links** in the sponsor booth
3. 12 months hosting of live session recording for **on-demand access** (includes lead capture)



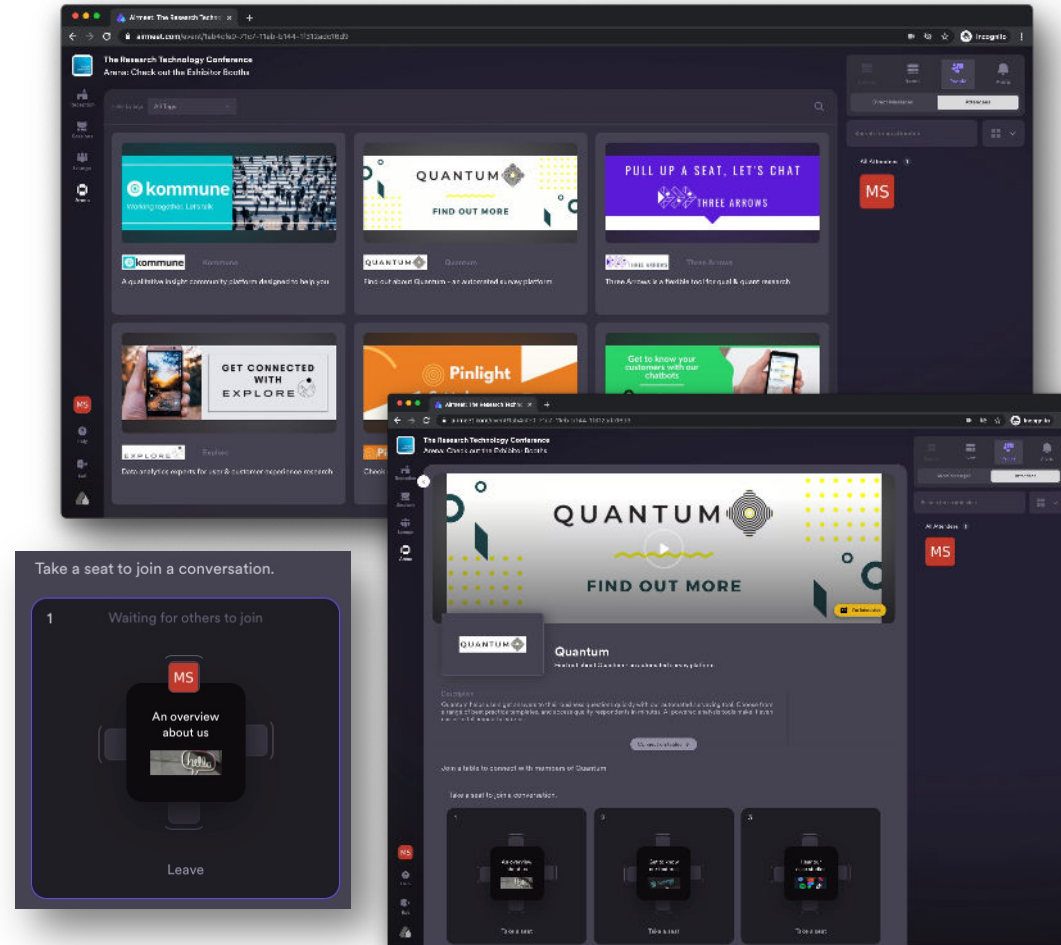
Sponsor Benefits

3 Prospect Engagement

Sponsors will be able to engage directly with conference attendees in the event social lounge and at their virtual booth.

Booth visitors can also join **breakout tables** staffed by members of the sponsor's team. Multiple tables can be set up for

- Product demos
- Case study presentations
- Any other relevant topic



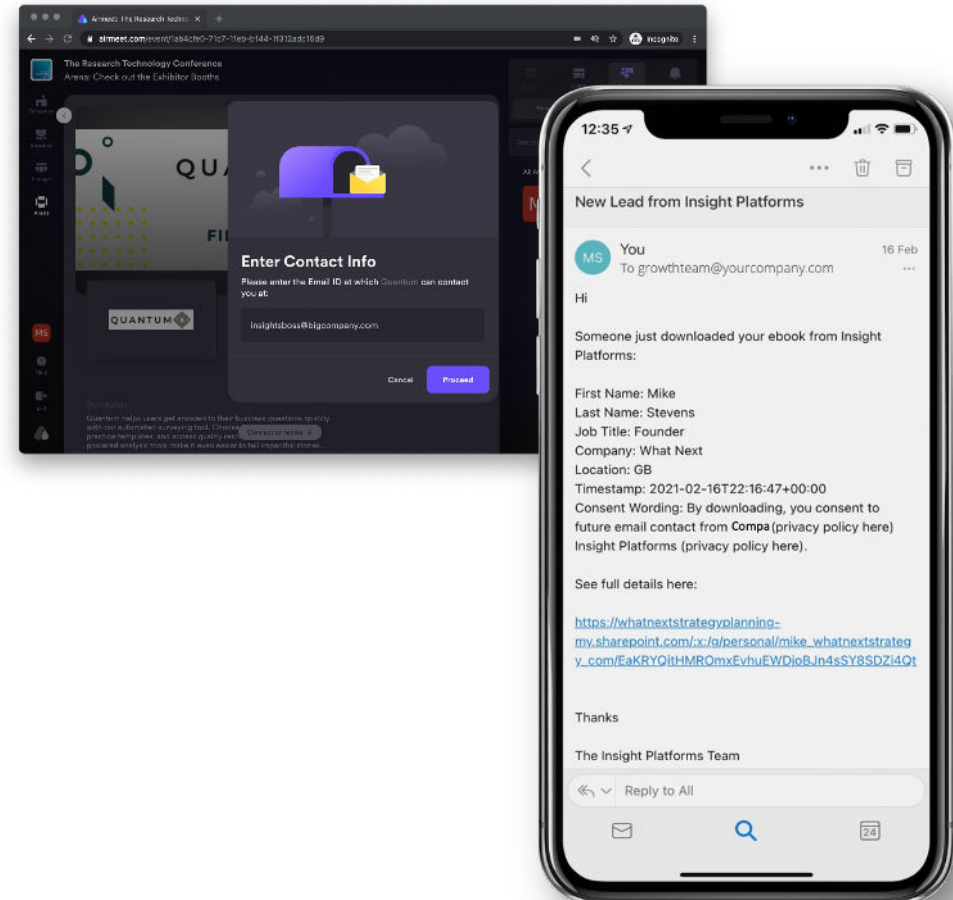
Sponsor Benefits

4 Lead Generation

Sponsors will have three separate sources of lead generation from the Summit:

1. Contact data for all attendees who join the Sponsor's **live session**
2. Direct enquiries and breakout table conversations through the **conference booth**
3. Real-time alerts with contact data for **on-going leads** who watch the sponsor's on-demand video (12 months hosting).

All contact data is fully permissioned for GDPR at point of registration for the live event or when viewing the on-demand video



Post Event On-Demand Viewing

All sessions are available to watch online after the live event

On-Demand Replays

July 14, 2021 11:00 am masterclass
Five Ways to Influence Decisions with Insightful Video
Register for the Digital Qualitative Summit to join this session for free Video drives better decisions. We are over ninety percent more likely to remember stories told by video compared to text. [View More](#)

July 14, 2021 12:00 pm masterclass
A 5-Step Framework for Designing Accessible Online Qual
One of the great things about digital qual is that it is more accessible than in-person research. It can be difficult for people with accessibility needs, such as those with physical disabilities or hearing impairments, to participate in research. [View More](#)

July 14, 2021 1:00 pm masterclass
Turning Mountains of Qualitative Data into a Compelling Story
Register your copy [View More](#)

WATCH NOW FAQ ENQUIRE

Behavioural Insights Summit

Oct 6th & 7th 2021

Watch all Sessions On-Demand

WATCH NOW FOR FREE

PROGRAMME SPEAKERS ATTEND FAQ ENQUIRE

Digital Qualitative Summit

Virtual Conference

July 14th & 15th 2021

WATCH ON-DEMAND

Watch On-Demand

The Appliance of Behavioural Science
On-Demand Masterclass with Richard Shotton, from Astron, author of The Choice Factory about the applications of behaviour science concepts into marketing.

The Zero-Party Data Advantage: Connecting Opinions and Outcomes
On-Demand Masterclass from Howard Ming, from DISQO. Learn how zero-party data works and see the advantages to be leveraged into your business.

Post Event On-Demand Promotion

We promote content in social media for at least 12 months after the live event



Virtual Summit

£2,350
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One-time investment

- ✓ Hybrid speaker session (pre-recorded presentation / live moderated Q&A)
- ✓ Contact details for all attendees at your session
- ✓ Virtual conference booth with breakout tables for meetings
- ✓ 12 months hosting of recording with live alerts for each new lead

Speak to us about webinars, events and other Insight Platforms opportunities

[Book a meeting online](#)

email mike@whatnextstrategy.com



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