

Insight Platforms Webinars & Virtual Events

Insight Platforms Virtual Events Schedule 2024

LEGEND

Summits & Webinars

Demo Days
Feb 6-8

Qualitative Insights
May 14-16

Demo Days
July 9-11

Analytics & Reporting
Oct 15-17

Webinar Slots
Oct 15-17

Accelerator Courses

Research Essentials 1
Weekly Jan 17-Mar 13

Research Technology
Weekly Jun 5 - Jun 26

Research Essentials 2
Weekly Sept 18 - Nov 13

JANUARY

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SEPTEMBER

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NOVEMBER

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DECEMBER

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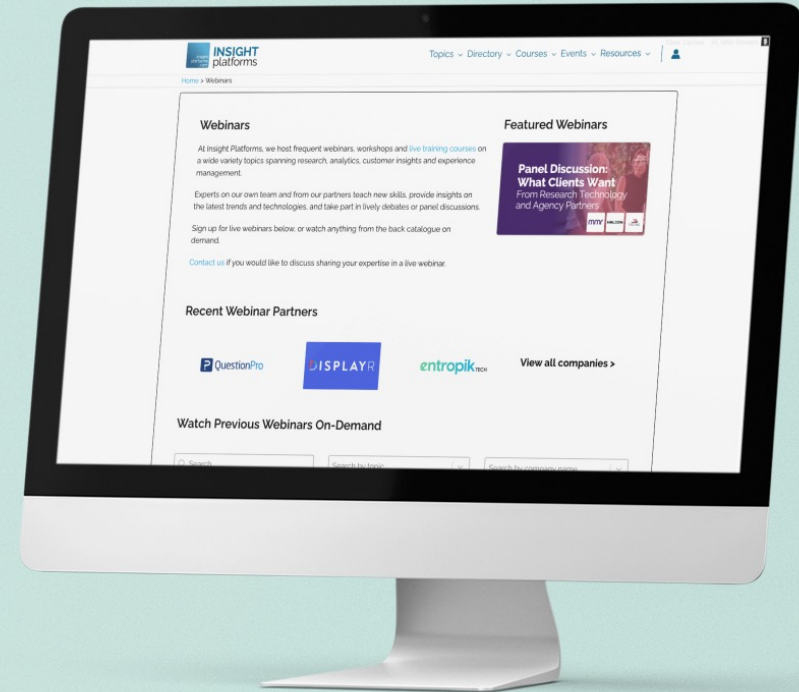
2024 Events Schedule

Event Format	2024 Dates
Webinars (standalone)	Several monthly slots
Demo Day #1	February 6-8
The Qualitative Insights Summit	May 14-16
Demo Day #2	July 9-11
The Analytics & Reporting Summit	Oct 15-17

Standalone Webinars

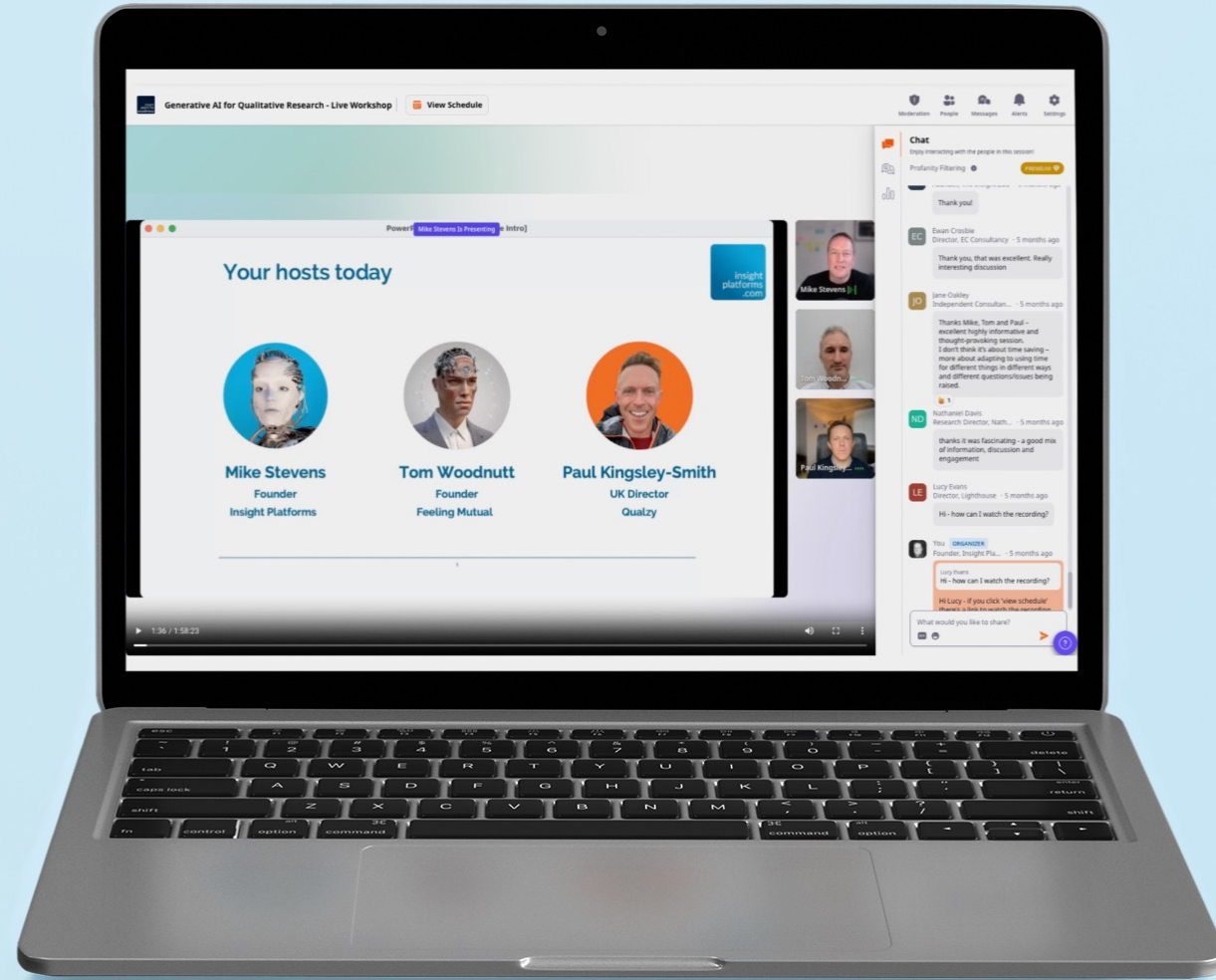
Overview

- ✓ We schedule 1-2 standalone webinars each month
- ✓ Webinar content is typically educational:
 - ✓ 'How to' session
 - ✓ Thought leadership
 - ✓ Customer case study
 - ✓ Panel discussion
 - ✓ Interactive workshop



Format

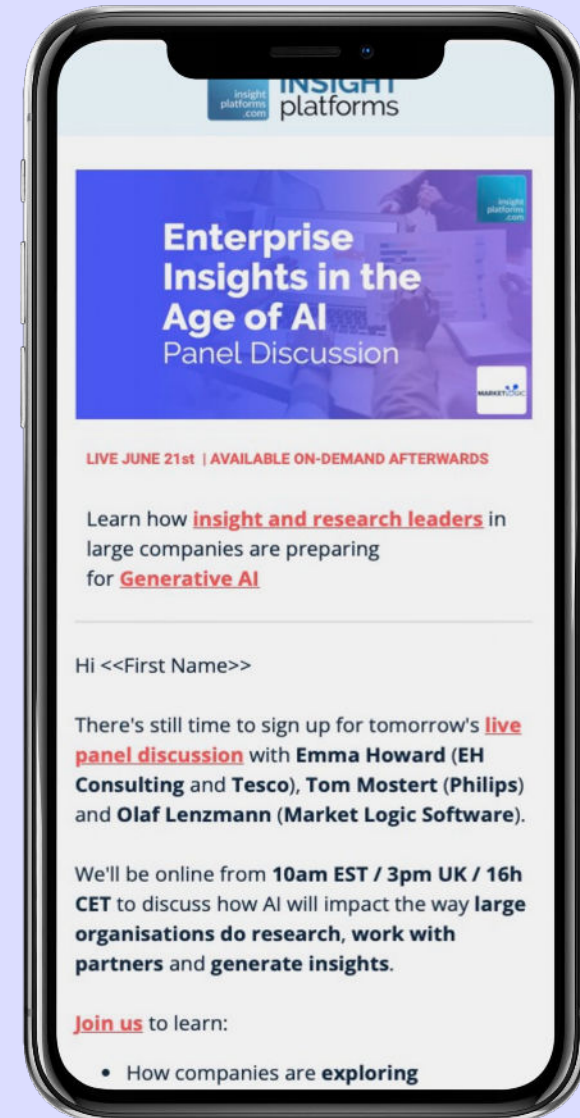
- ✓ Presentation content is usually pre-recorded
- ✓ Audience Q&A is moderated live by the Insight Platforms host
- ✓ Speakers can host 'virtual round tables' for post-webinar meetings with audience members



Promotions

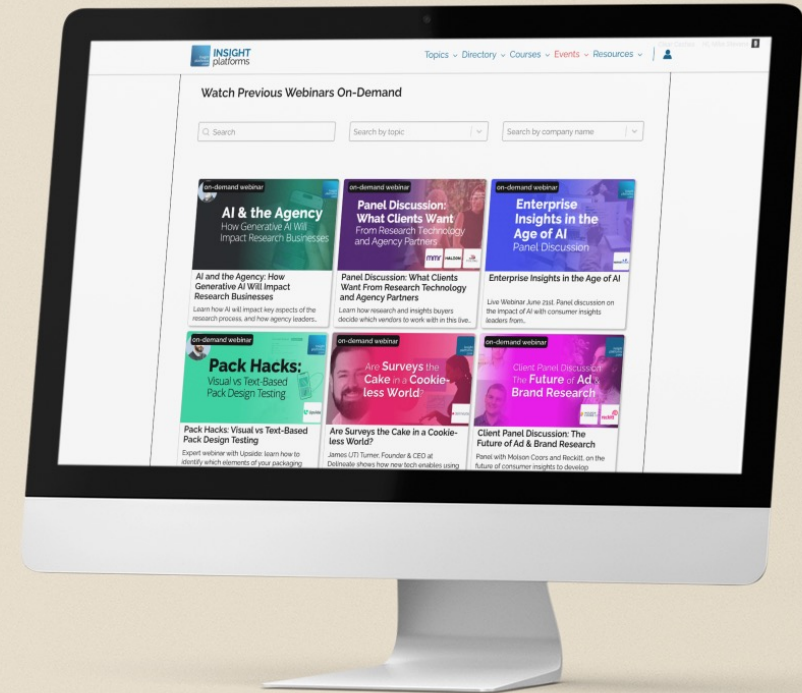
Webinar promotions include:

- ✓ Event featured on Insight Platforms home page
- ✓ Dedicated email to entire base
- ✓ Inclusion in two weekly roundup emails
- ✓ LinkedIn promotions



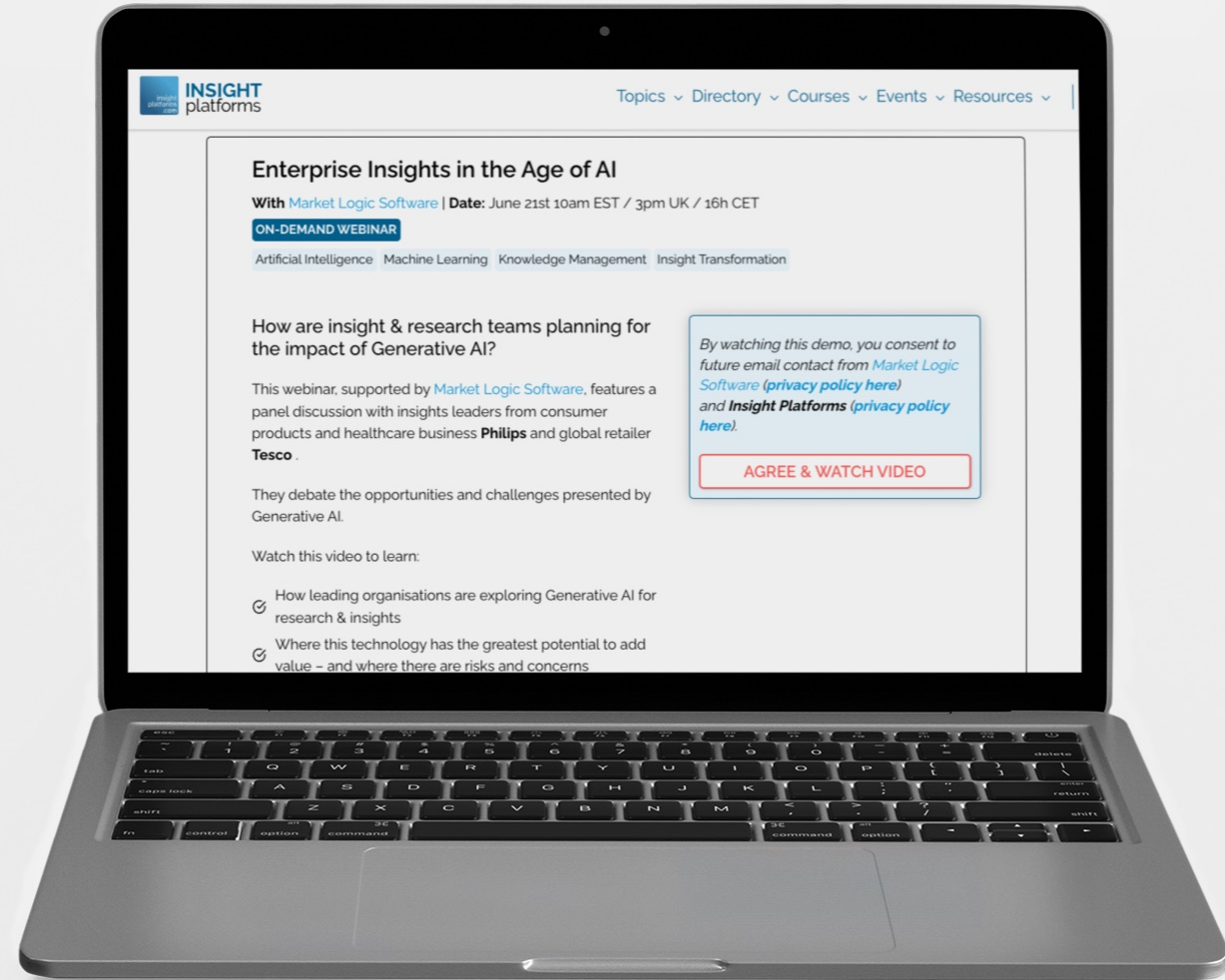
Post Event

- ✓ Recordings are available for on-demand access for up to 12 months
- ✓ Webinar recordings are linked from multiple locations:
 - ✓ webinars page
 - ✓ relevant topic pages
 - ✓ directory listing page



Lead Generation

- ✓ Webinar partners receive opted-in contact details for all registrations, live attendees and on-demand views
- ✓ Typical volumes:
 - ✓ 100-200 registrations, of which 25%-40% attend live
 - ✓ 20-50 on-demand views over 12 months



Webinar Pricing

Fixed cost investment includes:

- ✓ Setup, marketing & audience management
- ✓ Moderation of live event
- ✓ Final edit of session recording
- ✓ 12 months' video hosting on webinar section of the site
- ✓ Lead capture for all live registrations / attendees and on-demand viewers
- ✓ Total leads range 80 to 250

USD \$2,950

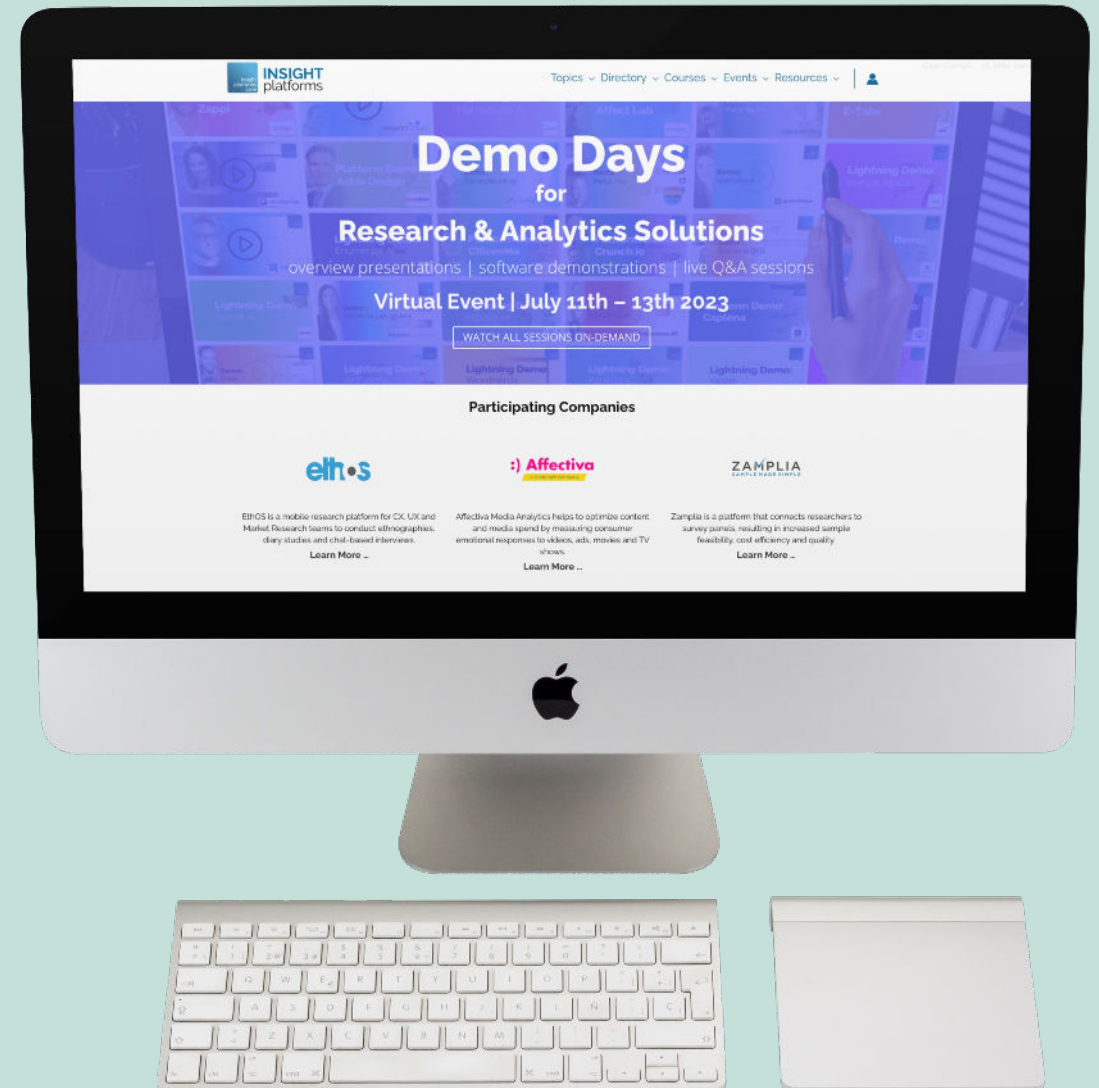
EURO €2,750

GBP £2,400

Demo Days & Virtual Summits

Demo Days

- ✓ Demo Days are product-focused online conferences
- ✓ These events are an opportunity to showcase products and services to potential buyers
- ✓ Events run twice each year over 3 days
- ✓ Over 100 companies have participated in Insight Platforms Demo Day events





insight
platforms
.com

Demo Days

For Research & Analytics Tools

Free Virtual Event | Feb 6th – 8th 2024

Technology & services for research, analytics & experience insights



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Demo Days

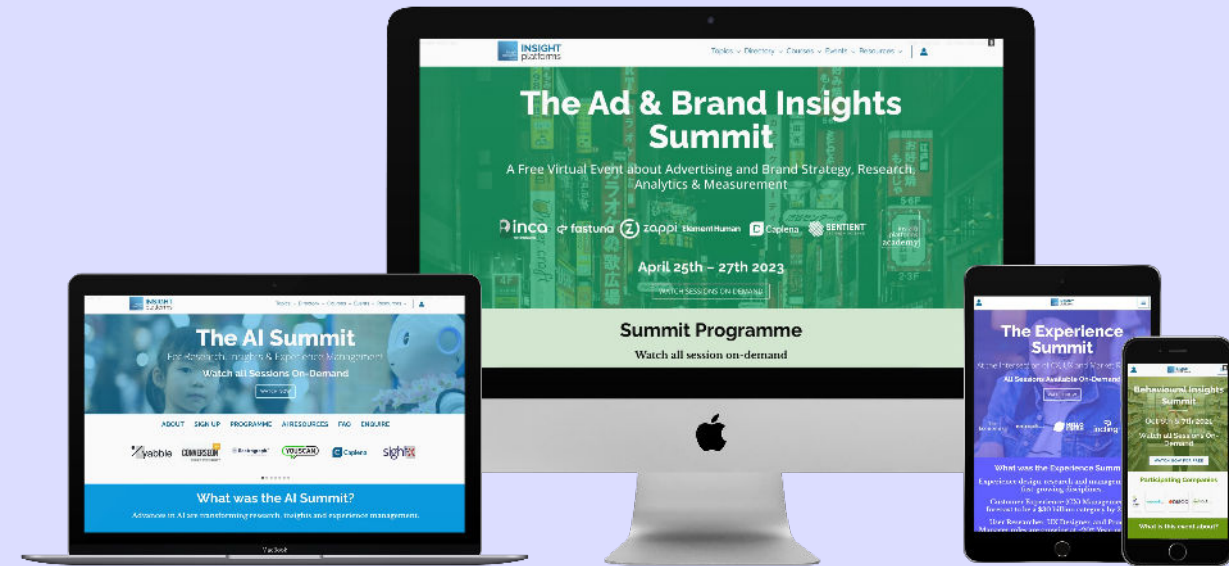
For Research & Analytics Tools

Free Virtual Event | July 9th – 11th 2024

Technology & services for research, analytics & experience insights

Virtual Summits

- ✓ Virtual Summits are educational events
- ✓ These events are an opportunity to engage potential buyers with thought leadership
- ✓ Events run twice each year over 3 days
- ✓ Event themes vary and have included AI, CX, qualitative research, agile research and more



The banner for "The Qualitative Insights Summit" features a teal background with a photograph of two women looking at a smartphone. The text is in white. A small blue logo with "insight platforms .com" is in the top right corner.

The Qualitative Insights Summit

Market & UX Research for Deeper Human Understanding

Free Virtual Event | May 14th – 16th 2024

The banner for "The Analytics & Reporting Summit" features a brown background with a photograph of a man presenting in front of a screen displaying data charts. The text is in white. A small blue logo with "insight platforms .com" is in the top right corner.

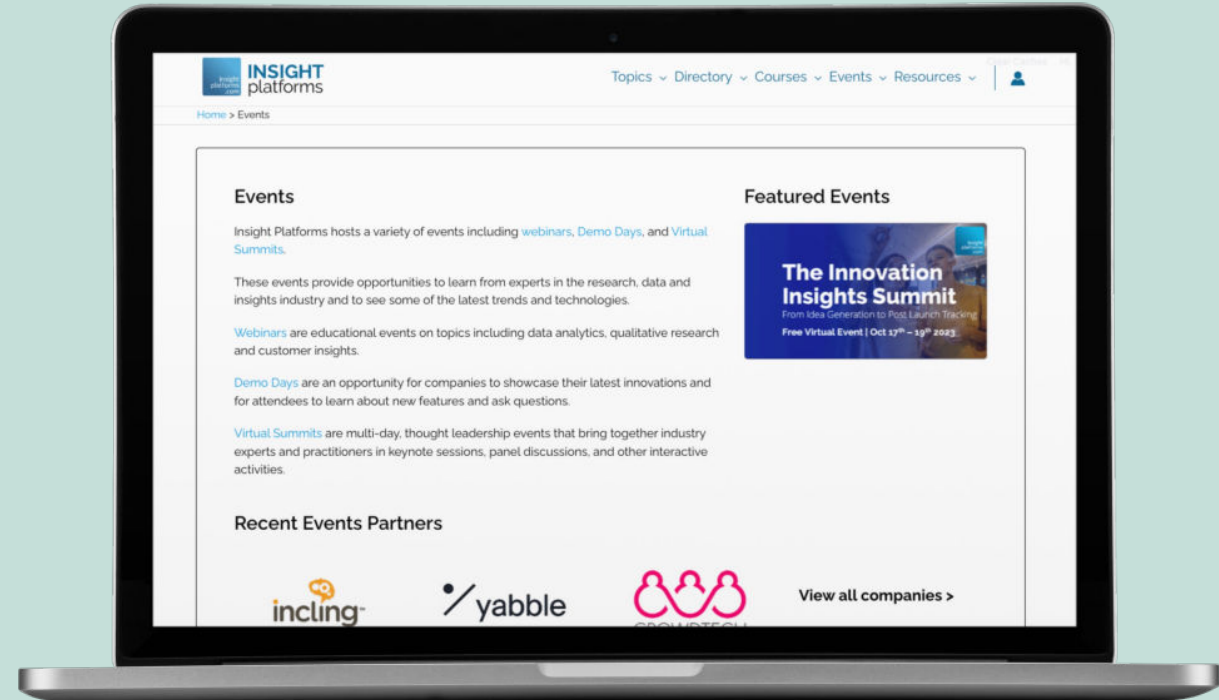
The Analytics & Reporting Summit

Turning Data into Insights, Stories and Impact

Free Virtual Event | Oct 15th – 17th 2024

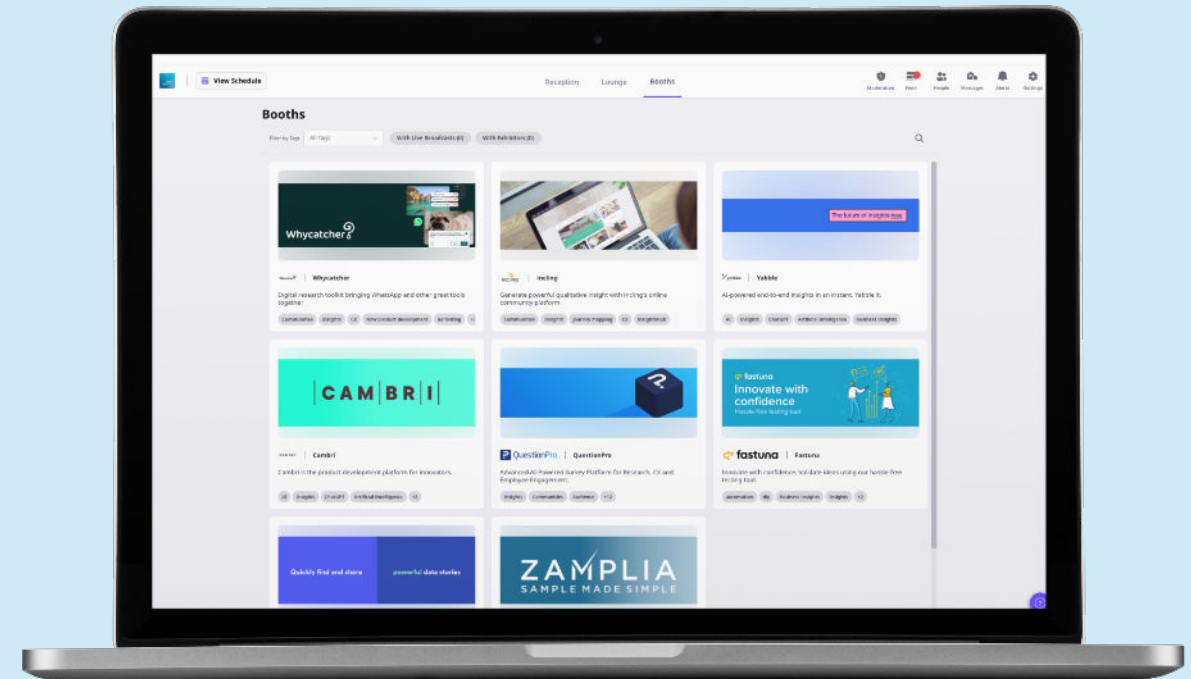
Event Attendance

- ✓ Demo Day and Virtual Summit events attract between 400 and 500 total registrations with 50%-60% live attendance
- ✓ Individual demo sessions get between 20 and 60 live attendees
- ✓ Audience breakdown is typically 25% brands / 75% agencies, consultancies & other suppliers



Virtual Event Format

- ✓ Each Demo Day / Virtual Summit event has 5-6 hours of content per day including
 - ✓ Full sessions of up to 60 minutes
 - ✓ Short sessions of up to 10 minutes
- ✓ The event platform has enhanced features for:
 - ✓ Virtual booths
 - ✓ Live breakout tables
 - ✓ Attendee networking



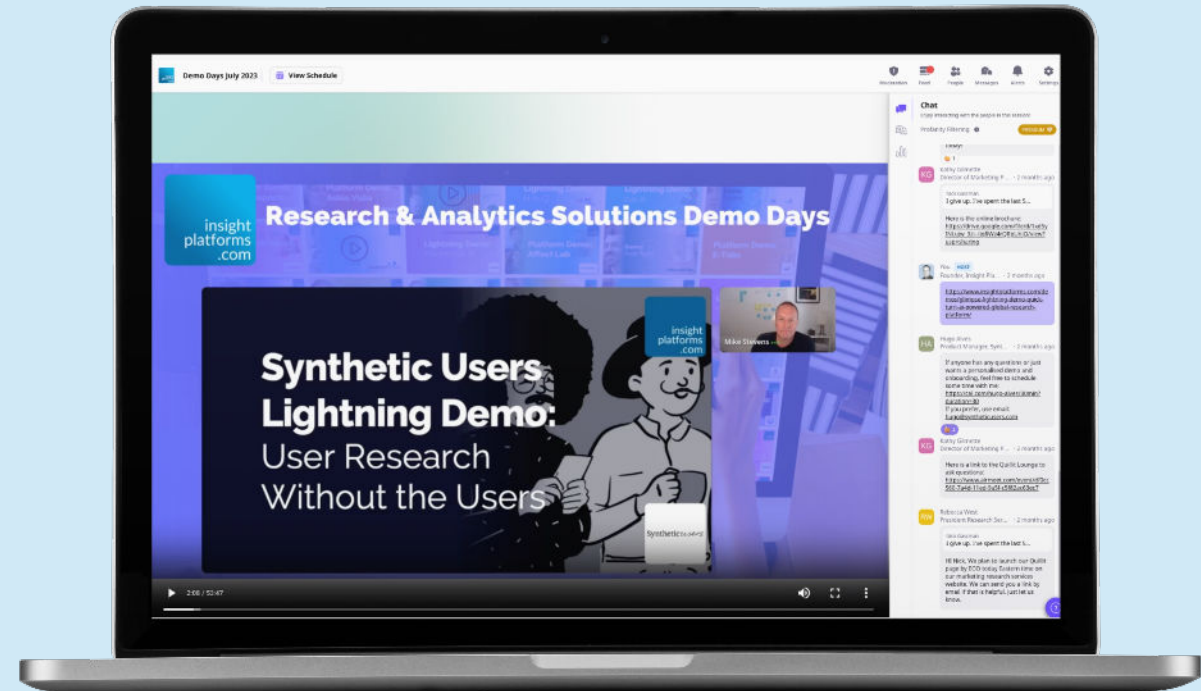
Full Session Format

- ✓ Sessions typically have 25-30 mins main content followed by 15-20 mins live audience Q&A
- ✓ Main content options:
 - ✓ Demo
 - ✓ Masterclass
 - ✓ Case Study
 - ✓ Panel discussion
- ✓ Presentation / demo content is frequently recorded in advance and played 'as live' during the event



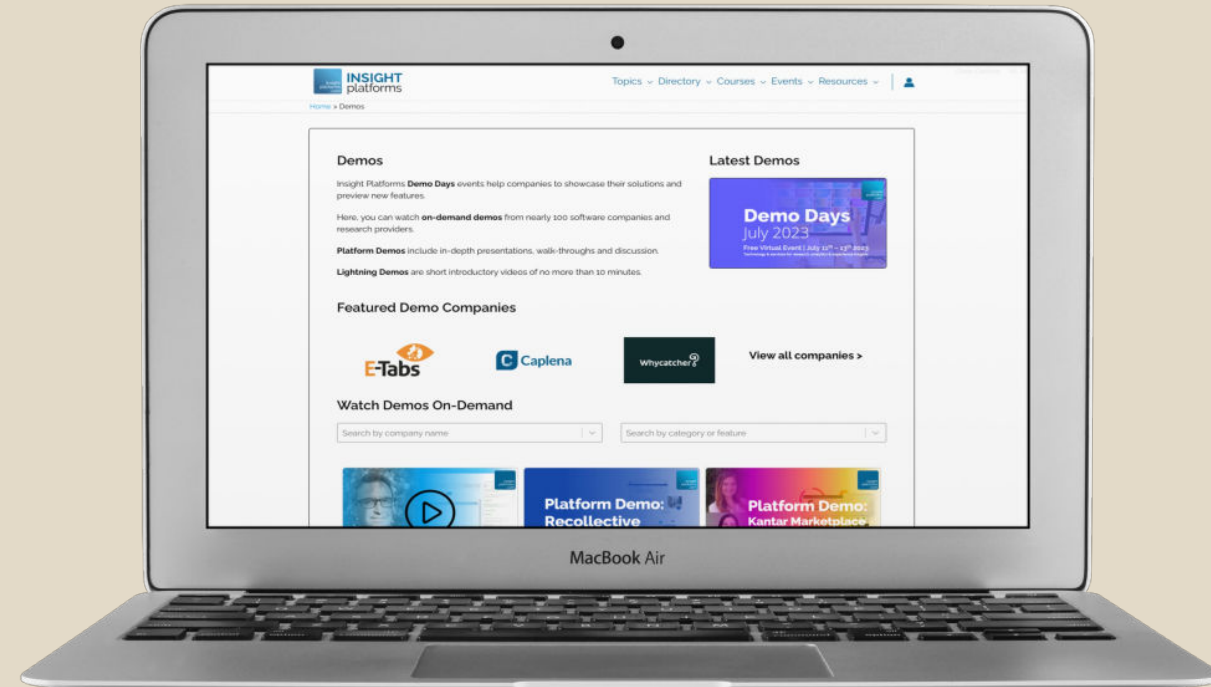
Short Session Format

- ✓ Short sessions have pre-recorded videos with a 10 minute maximum duration
- ✓ Up to five consecutive videos are played back-to-back in a 60 minute schedule slot
- ✓ Short session content options:
 - ✓ Lightning Demo
 - ✓ Mini Case Study
 - ✓ Bite-Sized Tutorial
- ✓ Short sessions have no live audience Q&A



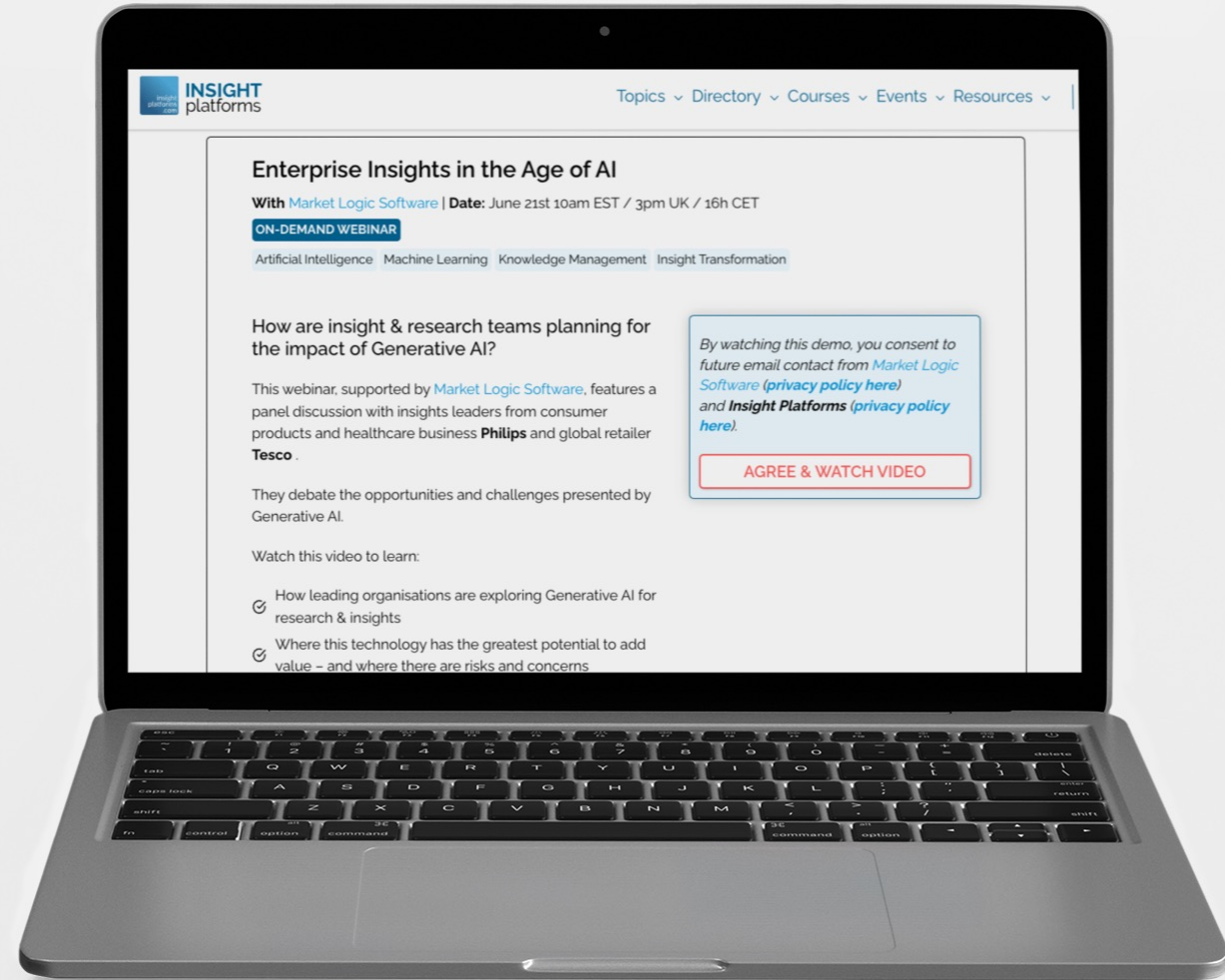
Post Event

- ✓ For 12 months after the live event, all Demo Day & Virtual Summit recordings are
 - ✓ available on-demand on Insight Platforms
 - ✓ promoted in LinkedIn posts every 6-8 weeks
- ✓ Recordings are linked from multiple locations on site:
 - ✓ Demos page
 - ✓ Webinars page
 - ✓ Original event page
 - ✓ Relevant topic pages
 - ✓ Company listing page



Lead Generation

- ✓ Full session partners receive opted-in contact details for all registrations, live attendees and on-demand views
- ✓ Short session partners receive leads for live attendees only
- ✓ Typical volumes:
 - ✓ 100-200 registrations, of which 25%-40% attend live
 - ✓ 20-50 on-demand views over 12 months



Lead Management

- ✓ All live event registration and attendee contact details are stored in a secure spreadsheet
- ✓ Each new on-demand view is shared in a real time lead alert email and appended to the master spreadsheet
- ✓ These emails can optionally integrate directly with CRM systems using an email parser

New Cool Company Demo View on Insight Platforms



Mike Stevens

Tue 13/04/2021 14:52

To: sales@recollective.com; 4flmffgz@robot.zapier.com



**** THIS EMAIL CONTAINS PII - YOUR ORGANISATION IS LEGALLY OBLIGED TO MANAGE THIS DATA ACCORDING TO GDPR ****

Your demo video just gained a new viewer! Your demo video just gained a new viewer!

Event: Demo
Email: bob@ilovewatchingdemos.com
First Name: Roberto
Last Name: Perreault
Job Title: Research Consultant
Company: I Love Wqatching Demos Inc
Country: US.

View all your leads here: https://whatnextstrategyplanning-my.sharepoint.com/:x/g/person/mike_whatnextstrategyplanning-my.sharepoint.com/...

2. Send me some emails you want to use as templates for extracting data.
3. Highlight and `{{name}}` parts of the emails you'd like to extract.
4. Choose where you want me to send you the extracted emails.



Insight Platforms Lead Alert Automation

2 backlinks Add comment

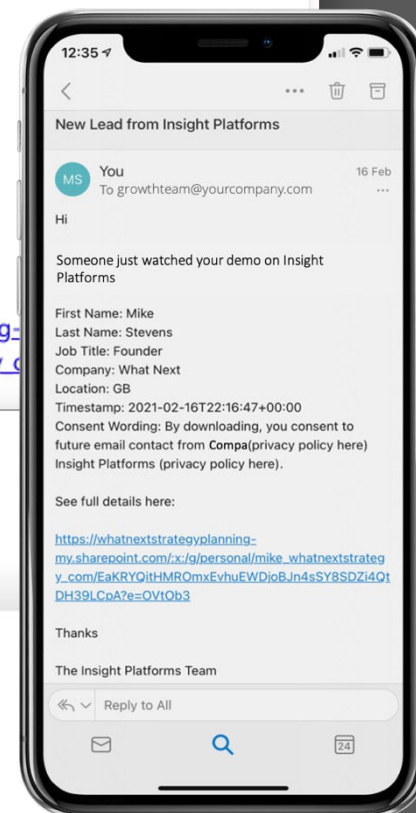
If you receive lead alert emails from Insight Platforms, you can automatically add these to your CRM platform to trigger follow-up sequences or add them to a sales rep's target list.

Requirements

1. Zapier account: <https://zapier.com/>
2. Compatible CRM: Salesforce, HubSpot, PipeDrive, Pipeline Deals or any of the 900+ CRM apps that integrate with Zapier <https://zapier.com/apps/categories/sales-crm>
3. Zapier email parser (free): <https://parser.zapier.com/>
4. 30 mins setup and testing.

Steps

The following steps assume you have already create your Zapier account and connected your



Pricing Option #1

Full Session

Fixed cost investment includes:

- ✓ Setup, marketing & audience management
- ✓ Moderation of live event
- ✓ Final edit of session recording
- ✓ 12 months' video hosting on webinar section of the site
- ✓ Lead capture for all live registrations / attendees and on-demand viewers
- ✓ Total leads range 450 to 600

USD \$2,950

EURO €2,750

GBP £2,400

Pricing Option #2

Short Session

Fixed cost investment includes:

- ✓ Setup, marketing & audience management
- ✓ Final edit of session recording
- ✓ 12 months' video hosting on webinar section of the site
- ✓ Lead capture for live attendees and on-demand viewers only
- ✓ Total leads range 20 to 80

USD \$1,175

EURO €1,100

GBP £950

Speak to us about Webinars, Virtual Events and other Insight Platforms opportunities

[Book a meeting online](#)

email

mike@whatnextstrategy.com

call +44 (0) 7796 270 215



Insight Platforms Webinars & Virtual Events