

NEW!



# Multi-Vendor Virtual Buyer Roundtables

Meet Directly With 12-18 Handpicked In-Market Buyers For Your Solution!



## WHAT YOU NEED TO KNOW

**Tap into the elite members of the ActualTech audience!** ActualTech Media's Decisions Group is an invite-only group of technology buyers from our audience who are seeking support and guidance as they make informed decisions in selecting technology solutions for their environment.

Our Decisions Group members have recently asked us to arrange meetings in small buyer cohort groups with leading vendors to evaluate their options and have their questions answered in a number of technology niches, including cybersecurity, data protection, cloud, AI, and more.

In response to this buyer demand, we're scheduling virtual roundtables throughout the remainder of 2023. These exclusive events are a perfect fit for vendors looking for down-funnel opportunities to present directly to in-market buyers.

## WHAT'S INCLUDED:

- ✓ 8-10 live, on-camera buyers
- ✓ 45 minute presentation allotments for each buyer group
- ✓ Mix of technical and business decision makers, grouped separately for ease of messaging
- ✓ Full firmographic data provided to your presenters in advance of the meetings including buyer timeline, company names, sizes, titles and more
- ✓ Full attendee reporting, video recordings and buyer feedback survey results will be provided after event concludes

**INVESTMENT:** \$19,500

**TIMELINE:** Alternating Q3/4 2023 Dates Based on Demand

## RESULTS

 **70%**

Plan to engage in further discussion with the vendor post-event

 **88%**

Felt they got the info they needed to make a buying decision

 **33%**

Increase in those with "favorable" view of vendor post-event



## WHAT'S THE FORMAT?

- ✓ Maximum of 4 vendors presenting to two or more buyer groups (one vendor per breakout room at a time)
- ✓ Zoom breakout rooms of a minimum of 8-10 buyers
- ✓ Up to 45 minute presentations for each group (we recommend 15-20 minute presentation/demo and 25 minutes for Q&A)
- ✓ Total time commitment for vendor team: 2 hours
- ✓ ActualTech moderator in each room to facilitate discussion



## WHO ARE THE BUYERS?

- ✓ 12-18 vetted technical and business decision makers actively planning to purchase, replace or upgrade in the applicable topic technology area
- ✓ Final decision makers or contributing final decision makers for the technology solution area
- ✓ Mix of business and technical decision makers
- ✓ North America-based



## WHO SHOULD PRESENT?

We recommend a **maximum of two representatives from each vendor**: including an Account Executive or Evangelist who can speak to and demo the solution at a technical and business level, as well as a Sales Engineer.



## SAMPLE AGENDA:

- **Buyers Only Kick-off Meeting: 8:45 AM**
- **Meeting Rooms Open:**
  - Vendor 1/Buyer Group 1: 9:00 - 9:45 AM
  - Vendor 2/Buyer Group 2: 9:00 - 9:45 AM
  - Vendor 2/Buyer Group 1: 10:00 - 10:45 AM
  - Vendor 1/Buyer Group 2: 10:00 - 10:45 AM
  - Vendor 3/Buyer Group 1: 11:00 - 11:45 AM
  - Vendor 4/Buyer Group 2: 11:00 - 11:45 AM
  - Vendor 4/Buyer Group 1: 12:00 - 12:45 PM
  - Vendor 3/Buyer Group 2: 12:00 - 12:45 PM

*\*\* 10-15 Minutes between sessions - Moderators wrap up, collect any live feedback, and refer attendees to survey*

Get in touch with your ActualTech Media representative now to discuss your preferred topic areas and buyer ICP!

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**Decisions Group**

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