

## GARTNER MEDIA PRODUCTS

Gartner Media Products leverage the power of Gartner research to add credibility and impact to your marketing campaigns. Team up with Gartner to combine your marketing messages with valuable Gartner insights that rise above the market noise and deliver powerful results.



## GARTNER CUSTOM WEBCASTS

In today's competitive environment, webcast success depends on your ability to create a valuable, must-see presentation. Gartner Custom Webcasts are high-quality, co-branded programs featuring Gartner analysts speaking on the topics that your customers and prospects care about the most. You focus on the strategy while Gartner handles the production. Gartner can even help you promote your webcast for maximum impact.

### MAKE YOUR WEBCAST A CAN'T-MISS EXPERIENCE


Your customers and prospects are too busy to waste time on ordinary webcasts. To achieve results, your content has to be compelling enough to keep your audience glued to their monitors.

- Technology professionals are hungry for timely, objective analysis of the issues that drive their business.
- Today's executives have little time for activities that are not mission-critical.
- Decision makers have a strong aversion to sales hype. If your webcast sounds like an infomercial, you'll lose them.
- Marketing departments have limited bandwidth for developing the thought leadership content that is most effective.

### LET GARTNER GIVE YOU A MARKETING ADVANTAGE

Gartner Custom Webcasts are rich-media, Web-based programs that feature customized presentations by Gartner analysts and your internal experts and customers.

- Add credibility to your messages by partnering with Gartner, the most trusted name in technology research and analysis.
- Improve efficiency by outsourcing webcast production to an experienced Gartner producer.
- Strengthen your brand by offering high-quality online content that supports your customers' business decisions.
- Ensure quality production with an on-demand format that eliminates the glitches and low quality associated with live webcasts.



“Our clients and prospects demand high-quality, unbiased content. The Gartner custom webcast provided the program we needed to start sales cycles and close deals.”

Vice President of Marketing, Networking Services Company

### LEAVE THE LOGISTICS TO GARTNER

Let Gartner handle the time-consuming production process while you focus on strategy. A dedicated Gartner producer will work closely with you to:

- Manage the entire production—from vision to content creation to advice on promotion
- Customize targeted Gartner content to complement your campaign
- Deliver a high-quality rich-media program in Flash or Windows Media format to be posted on your Web site or on other Web sites for maximum exposure

### BENEFIT FROM WORLD-CLASS RESEARCH

Your webcast will feature a customized presentation by a Gartner analyst on the IT topic of your choice.

- Gartner analysts average 15 years of experience in their respective fields and are in constant contact with thousands of IT professionals.
- The Gartner brand is recognized and trusted at board and executive levels around the globe.

### CHOOSE YOUR LEVEL OF SUPPORT

The **Gartner Custom Webcast Gold** offering is a turnkey webcast solution with everything you need for a high-impact program.

- Dedicated, experienced Gartner producer
- Customized Gartner analyst presentation on the topic of your choice
- On-site production of analyst and client presentations
- State-of-the-art post-production services
- Ability to leverage the Gartner brand in promoting your webcast
- Add-on options including CDs/DVDs and client testimonial segments

The **Gartner Custom Webcast Platinum** offering includes additional support to maximize your webcast results.

- Hosting of video content
- Management of customizable registration platform
- Access to reporting tool to track results
- Transcript, on-demand polling and “Ask a Question” features
- Placement on gartner.com and ITworld.com for 12 months
- Guaranteed-lead program from ITworld promotion
- Promotion in Talking Technology, the monthly Gartner audio program covering the hottest topics in IT

### TAKE YOUR MARKETING TO THE NEXT LEVEL

Leverage the power of Gartner research to reach key decision makers and maximize your marketing results.

For more information, contact your account executive or e-mail [mediaproducts@gartner.com](mailto:mediaproducts@gartner.com)