

# IDC DX Summit

## EVENT DATES

11 Oct	South Korea
19 Oct	Taiwan, Taipei
25 - 26 Oct	China, Shanghai
14 - 16 Dec	India

 IDC Future Enterprise Summit

31 Oct	Singapore
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GAMER  
GEEK

 IDC



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**Transform**

IDC DX Summit



# Cheat Codes for a Digital and Sustainable Business Era

C-level executives are currently facing a series of digital transformation mid-life crisis. They are balancing recessionary pressures, declining demand, and cost and ROI concerns with senior management's mandate to also address sustainability imperatives.

According to the IDC Worldwide C-Suite Sentiment Survey 2022, 52% of APAC organizations are either transforming or still figuring out their business strategy for a digital world. From modernizing operating models to digitally-enabled products and services, organizations are pushing the limits to increase their digital revenue share.

This year's IDC Digital Transformation (DX) Summit aims to help organizations establish a cost-effective yet sustainable business strategy that incorporates digital investments. This approach will allow organizations to reduce cybersecurity risks, cushion the impact of the volatile economic conditions, leverage on generative AI and sustainable ecosystems for a shared value stream.

## Leading Change

- CEOs as digital champions
- Balancing near-term business objectives and longer-term goals
- Building a digital dream team
- Addressing talent and digital skills gaps of employees

## Game Changing Hacks

- Implementing technologies at scale
- Improving customer data management
- Using Generative AI in a safe and secure way, and where do we use it

## Scaling Smart

- Redefining business value
- Monetizing data
- Establishing new digital business models
- Participating in ecosystem

# Sponsorship at a Glance



## Main Keynote / Series

20 minute interactive live session, with in-person attendees and recorded for on-demand hosting on IDC Arena



## Physical Roundtables

120 minute roundtable discussion with 10 - 12 delegates, Director-level and above facilitated by an IDC analyst and a 1-hour content consultation with IDC Analyst



## Networking Cocktail and Dinner

60-minute networking cocktail with branding opportunity at the cocktail bar or 90-minute networking dinner with Future Enterprise Awards winners and nominees, 6 – 8 pax, Director-level and above, exclusive to Future Enterprise winners and nominees



## Award Presentation

Category introduction (short speech) followed by presentation of award to category winner



## Exhibition Booth

Physical booth in the experience zone with standard IDC set-up, built for delegates to experience, interact and network while learning more about your organization's products and services.



## Branded Event Swag

Eco-friendly pen, tote bag, water bottle and reusable steel straw



# Key Topics



**CEOs as Digital Champions**



**Balancing Near-Term Business Objectives and Longer-Term Goals**



**Building A Digital Dream Team**



**Talent and Digital Skills Gaps of Employees**



**Implementing Technologies at Scale**



**Improving Customer Data Management**



**Using Generative AI in a Safe and Secure Way, and Where Do We Use It**



**Redefining Business Value**

# Key Topics



**Data  
Monetization**



**Ecosystem  
Participation**



**Establishing  
New Digital  
Business Models**



**AI in  
Sustainability  
Reporting**



**Digital  
Transformation for  
a Green Economy**



# WHY IDC EVENTS ?



## **Valuable Insights & Contents**

Curated by “Analyst Firm of the Year 2022”



## **In-Depth Conversations**

Focusing on the intersection and complexities of different technologies



## **Interactive Learning Experiences**

Explore emerging technologies and its real-world applications



## **Emphasis on Technology x Sustainability**

Actionable insights for sustainable leaders to embark on a green transformation journey



## **Extensive Exposure to Public Sector Audience**

Gain extensive exposure to a diverse and influential public sector audience as we celebrate government agencies' achievements in Smart Cities projects at this year's Future Enterprise Awards

# Target Audience Profile - DX Summit (Asia/Pacific ex Singapore)

These events are designed for senior professionals from the following industries:

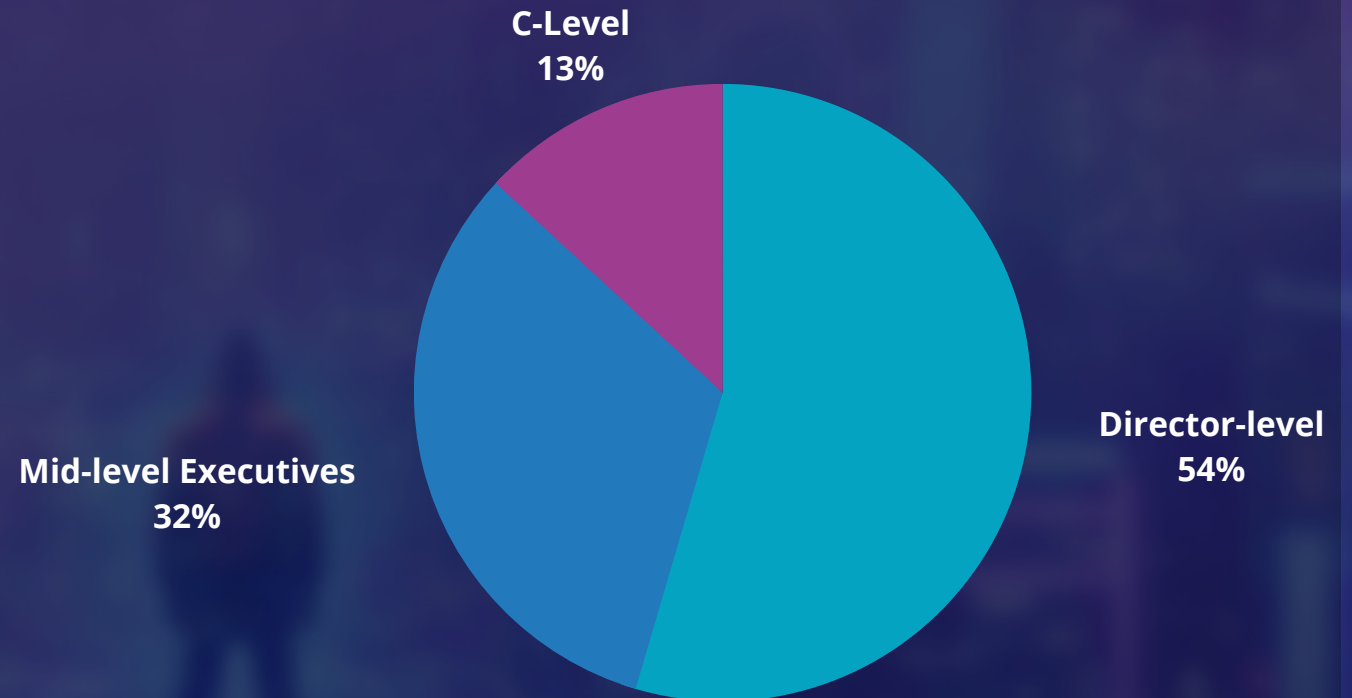
- Banking & Finance
- Education
- Energy & Utilities
- Healthcare
- Insurance
- Logistics & Transport
- Manufacturing
- Mining
- Public Sector
- Retail
- Supply Chain
- Telecommunications

C-suite / SVP / Head / Director / VP / Manager of:

- Application
- Customer Experience
- Data & Analytics
- Digital
- Digital Channels
- Digital Marketing
- Information Technology
- Infrastructure
- Innovation
- Operations
- Product Owners
- Risk & Compliance
- Security
- Strategy
- Sustainability

## Digital Dream Team Breakdown

\*based on DX Summit 2022



# Target Audience Profile - Future Enterprise Summit and Awards (Singapore)

## Industries

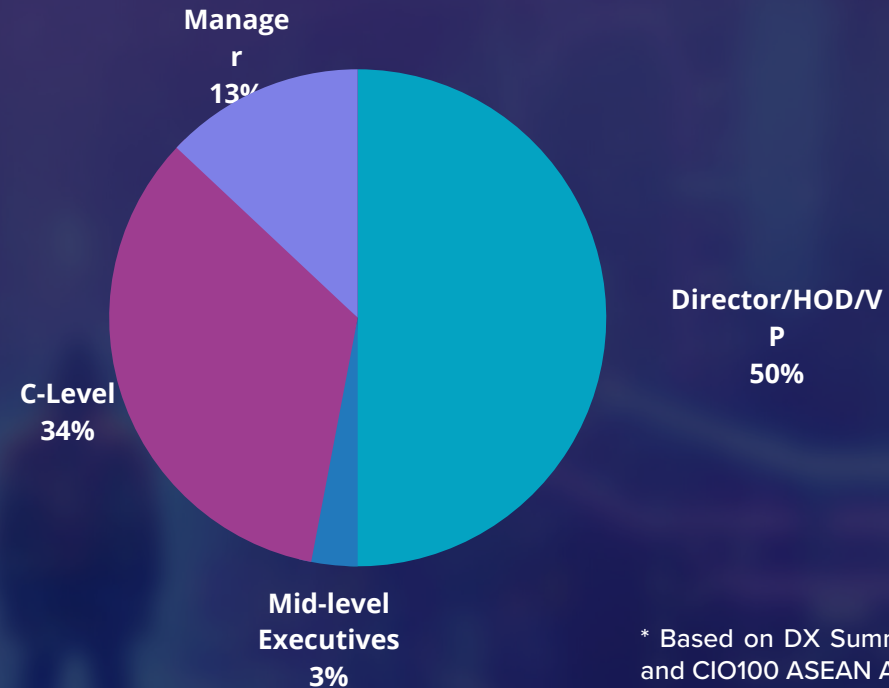
- Communication Carrier
- Construction/Architecture
- /Engineering
- E-commerce/Internet
- Education
- Financial Services
- Government
- Healthcare & Pharmaceutical
- Manufacturing & Process Industries
- Retailer
- Retailer/Wholesale/Distributor (non-computer)
- Transportation
- Travel & Hospitality
- Utilities (Energy, Water)

## Job Functions

- Information Technology
- Digital
- Operations
- Infrastructure
- Strategy
- Risk & Compliance
- Data & Analytics
- Security
- Innovation
- Customer Experience
- Digital Channels
- Applications
- Sustainability
- Marketing

## Audience Demographics

This year, we are expecting 500+ senior IT and LoB leaders, Manager-level and above from leading industries.



\* Based on DX Summit Regional 2022 and CIO100 ASEAN Awards 2022





# IDC Arena

## Inspired by a Best-in-Class-Platform that Audiences are Familiar and Connected With

- A video content broadcasting hub for IDC & IDC Partners
- With built-in video conferencing, live launch & on-demand capabilities
- Supported by content marketing system & platform
- Gives control back to the audience. Audiences can choose when and how they consume their entertainment content.

### SOCIAL MEDIA SHARING

You can now share your videos on your company's social media page to drive traffic

### VIEWER RESOURCE LINKS

Multi touchpoints available: Download Free Resources Access external links Participate in external surveys/polls

### ATTENDEE ANALYTICS

Know the attendees beyond their names, organization and email address.

### REAL TIME POLLS

Get Real Time insights and have analyst to interpret the data for you



## OUR VIEWERS

35% LOBs

65% IT

## SENIORITY

40%

Director  
Associate Director  
Head of Departments  
Vice Presidents

25%

Managers  
Senior Managers  
Executives

20%

Group VP  
Executive VP  
Senior VP

15%

C-Suites  
General Managers  
Managing Directors  
Chairman

Growing Subscription Database of

124,190\*

and counting

\*Statistics as per updated on May 2023 and including China



**IDC** DX Summit

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