



INTELLIGENT BRIEFINGS

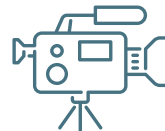


**INTELLIGENT
BRIEFINGS**

A Lynchpin Media brand. The video partner to:

**INTELLIGENT
C I O**
Providing Unparalleled Technology Intelligence





Snippets from an interview with Aruba and Jess Phillips, Director, Strategic Content at Lynchpin Media: 1 May 2020
(Duration: 1 min)

If viewing this document via PDF, listen to this audio here: <https://indd.adobe.com/view/dccdbafc-2a84-4cf3-b41c-ffb47197aef4>

INTRODUCTION

There is no doubt that video content has become a staple for marketers. It's a powerful digital medium, revered for its ability to engage, entertain and provide accessible, interactive content for target audiences.

We recognise the increasing value of video, which is why we have created our very own video platform.

Intelligent briefings

Through our range of video solutions, we are offering clients a chance to connect with prospective customers

while presenting themselves as thought leaders and experts in their field, promoting their brand and providing rich analytics to boot.

Whether you are looking to showcase one of your experts in a Q&A interview, invite partners to join you in a digital forum or spread the message even further with an interactive webinar, we have a solution to fit.

And if you can't see what you're looking for, just get in touch as our strength lies in creating bespoke packages based on individual client needs.



DEEP DIVE

Got a topic you want to dive deep into with a one-to-one interview? This is exactly what our Deep Dive video packages set out to achieve. Our team can work with clients to prepare a number of questions in order to fuel an intelligent discussion and provide detailed insight into their area of expertise.

Or, if you'd rather keep it broad, our editor can ask a range of questions in order to pull out a client's key messaging. The choice is yours.

Pricing: From US\$2,000

EXPERT INSIGHT

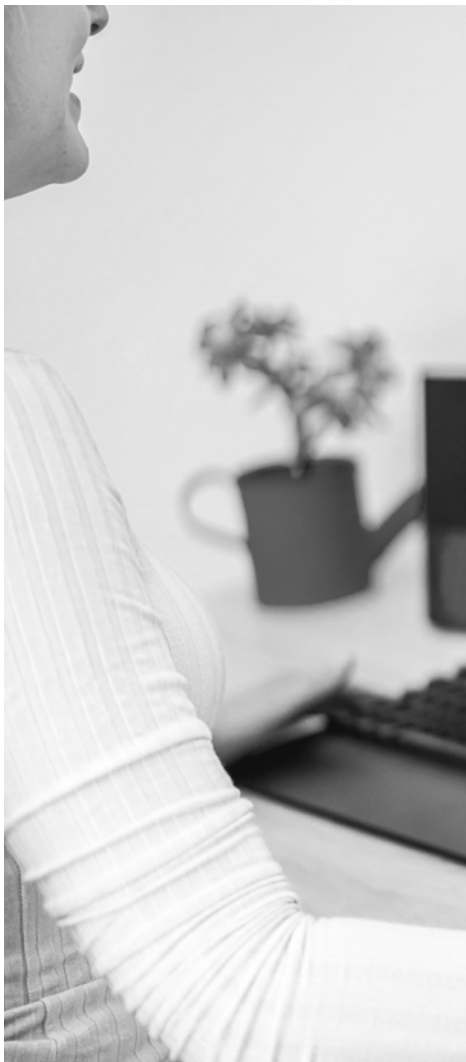
We know that clients have a wealth of knowledge to share with their target audience and our readers – and what better way to do this than via video?

Our Expert Insight packages do exactly what they say on the tin – putting your client spokesperson centre screen to provide detailed insight into their area of expertise. We can add interactive elements and links to additional research, ensuring maximum ROI.

This content will subsequently be used to generate leads as part of the overall package.

Pricing: From US\$3,000, including a minimum of 20 leads





DIGITAL FORUM

Our version of the classic 'round-table' event. In our Digital Forum, clients and their partners have an opportunity to discuss, in detail, a specific topic relating to their area of expertise. An opportunity to share thought-provoking ideas and initiate good-natured debate. This could be a collaboration between vendors with complimentary technologies; a vendor and channel partner or vendor and customer.

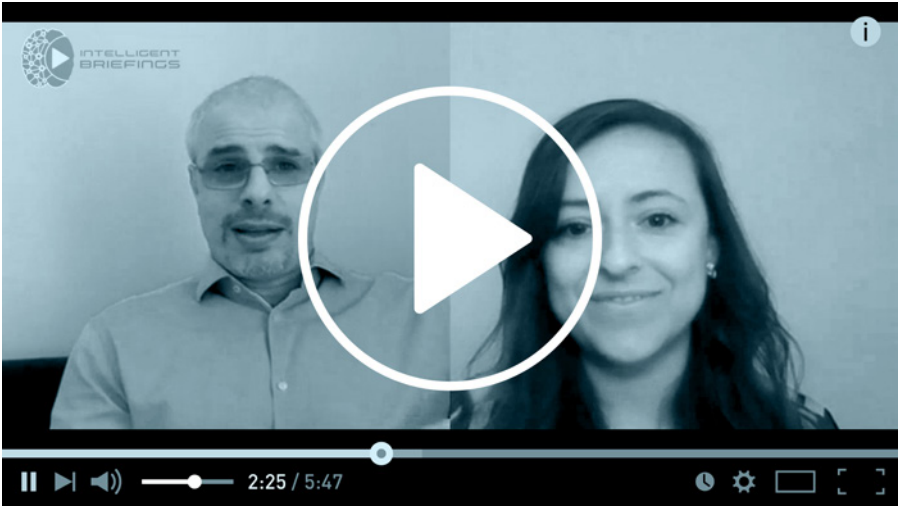
Pricing: Starting at US\$1,500 plus US\$1,000 per additional partner



WEBINAR AND VIRTUAL ROUND TABLE

Webinars and virtual round tables have seen a boom in popularity – and with good reason. Where physical events have their limitations, these activities offer a simple and interactive way to connect with prospective customers and a wider audience. We can lead the discussion, enabling clients to promote their thought leaders through engaging discussions with partners and peers, keeping their brand at the forefront of our audience's mind even when the show is over.

Webinar pricing: From US\$12,000
Virtual round table pricing: From US\$8,000



Click to watch the video



IN-BRIEF

Who said IT isn't fun? Definitely not us. Our In-Brief series is a fun, quick-fire, get-to-know style video with an industry expert.

These videos are informal and highly accessible, reaching new audiences that you might not have tapped into previously.

Pricing: From US\$1,000

'SPOTLIGHT' SERIES

Our Spotlight series features interviews with the all-important end-users across our brands – including CIOs, CISOs, infrastructure heads and channel chiefs.

An opportunity for vendors to promote the benefits of their solutions and products in the best way possible, through the eyes of their customers.

Pricing: Starting from US\$2,500





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