CDO TechVent

MEDIA KIT

V.22.10.20.1

The assets and materials for co-promoting CDO TechVent Events with Eckerson Group.

techvent.eckerson.com

EVENT TOPIC

Data Sharing And Marketplaces

DATE

December 15, 2022
11am to 2:30pm (ET)

REGISTRATION URL

Eckerson Group will provide you with a custom URL to promote the event

CONTACT INFORMATION

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1. Usage Guide

INTRODUCTION

These media materials are provided to you by Eckerson Group as an aid for co-promoting CDO TechVent events. Should you have any questions or concerns, please contact Eckerson Group and we will be happy to assist you.

ABOUT THIS GUIDE

The purpose of this guide is to provide you with a strong starting point for communicating the event to your organization's audiences. Together, we aim to create awareness of the event and to drive participation. The style and format of event is novel. It is important to clearly communicate how CDO TechVent benefits your audiences in new, innovative ways.

EVENT OVERVIEW

CDO TechVent is an innovative, three-hour webinar for data leaders that provides practical advice for selecting and implementing emerging data technologies. The mini-event consists of a keynote, a panel discussion, multiple breakout sessions, discussion tables, and vendor booths where attendees can see and discuss the latest technologies.

In order to communicate this message, Eckerson Group has assembled this media guide and the contents within it. Whether your marketing style is a more traditional press-oriented style or a modern, social-media driven approach - or a combination of both - we have provided a starting point.

We welcome your feedback and look forward to seeing your event promotions.

ECKERSON GROUP CONTACT INFORMATION

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Phone: 978-707-9733

Information about Eckerson Group:

About Eckerson Group.
Eckerson Group is a global research, consulting, and advisory firm that helps organizations get more value from data. Our experts think critically, write clearly, and present persuasively about data analytics. They specialize in data strategy, data architecture, data governance, self-service analytics, master data management, operating models, and data science. Organizations rely on them to demystify data and analytics and develop business-driven strategies that harness the power of data. Visit us at www.eckerson.com.

Year founded: 2014
Total webinars created: Over 50
Total webinar attendees: Over 3,000

2. Event Agenda

TOPIC: Data Sharing & Marketplaces

Date: August 25, 2022

11:00 a.m. – 2:30 p.m. Eastern

Event Agenda ALL TIMES IN ET

KEYNOTE:
"The New Frontier of Data: The Rise of Data Exchanges & Marketplaces"

Wayne Eckerson   Practitioner TBD

11:00 am	11:30 am	12:30 pm	1:15 pm	1:45 pm	2:15 pm
Social Lounge	**Keynote**	**Technology Panel**	**Breakout Sessions**	**Vendor Booths**	**Wrap-up Session**
1:1 and group Conversations, Vendor booths	"The State of Data Sharing & Marketplaces"	"How to Evaluate and Select a Data Sharing & Marketplaces Platform"	Deep dive topics and speakers	Product Demos, 1:1 Conversations, Resource Links	Key Takeaways and Recommendations

3. Event Description

Data Sharing and Marketplaces - December 15, 2022

"The Next Frontier in Data"

Data sharing is a hallmark of modern, data-driven organizations. Companies need data from both internal and external sources to fuel data science projects, manage real-time supply chains, and enrich customer data, among other things. But finding, consuming, and sharing high-quality data and integrating it with analytical systems is challenging. Fortunately, there is new technology that makes this process infinitely easier. In fact, it promises to make it easier to enrich existing data with third party data and transform traditional data consumers into data suppliers who monetize their aggregated, anonymized data assets.

This new technology enables a wide range of data sharing models. (See graphic below.) For example, a large enterprise can stand up a data marketplace to retrieve data from its network of suppliers; an industry consortium uses it to capture information from members that it distills into industry reports; an organization launches an internal data marketplace that makes it easy for business users to find and request access to data; an advertising platform can create data clean room so brands can compare and enrich their first party data; and a cloud provider can create a global, public data marketplace where data suppliers and consumers can share, buy, and sell data.

This 3-hour virtual event explores new data sharing and monetization models and the underlying technologies that enable them. It is geared to business and data leaders who want to establish internal or external data marketplaces or start monetizing their data assets on third party exchanges. The free event consists of a keynote by Eckerson consultants, a panel discussion among top data exchange providers, breakout sessions, affinity groups, and vendor booths where attendees can meet with sponsors, view product videos, and link to content.

You Will Learn:

- The data sharing model that is most appropriate for your organization

- How to select the right marketplace technology to achieve your goals

- How data marketplaces facilitate sharing, buying, and selling data

- How data marketplaces integrate with internal systems

- How to monetize data assets without distributing or disclosing sensitive information

4. Sample Press Release

DATE: [of Press Release]
CONTACT: Deb Peryea - debra@eckerson.com 484-725-4320

Data Marketplaces, Exchanges, Monetization Focus of CDO TechVent 4

BOSTON, MA -- On December 15, 2022 Eckerson Group and [insert your company] will host a mini, virtual event titled "Data Marketplaces and Exchanges: The Stepping Stones to Data Monetization".

"External data sharing is a hallmark of modern, data-driven organizations," says Wayne Eckerson, host and moderator for the event. "But finding, consuming, and sharing external data is challenging. Data exchange platforms makes this process easier and helps organizations monetize theirdata assets," he adds,

The CDO TechVent is an innovative, three-hour webinar for chief data officers and team leaders that provides practical advice for selecting and implementing emerging data technologies.

"QUOTE", [insert your executive]. "QUOTE"

The CDO TechVent on December 15th will explore new data sharing and monetization models and the underlying technologies that enable them. During our 3-hour virtual event, attendess will learn everything they need about where and how to share data and how to monetize it. There will be a keynote, a panel discussion, multiple breakout sessions, and vendor rooms where you can see and discuss the latest technologies. Get more information and register at techvent.eckerson.com.

AAttendees Will Learn:
- The data sharing model that is most appropriate for your organization
- How to select the right marketplace technology to achieve your goals
- How data marketplaces facilitate sharing, buying, and selling data
- How data marketplaces integrate with internal systems
- How to monetize data assets without distributing or disclosing sensitive information

About [insert your company name]
[Insert company description]

About Eckerson Group
Eckerson Group is a global research, consulting, and advisory firm that helps organizations get more value from data. Our experts think critically, write clearly, and present persuasively about data analytics. They specialize in data strategy, data architecture, data governance, self-service analytics, master data management, operating models, and data science. Visit us at www.eckerson.com.

5. Identity Assets

CDO TechVent logo.

Usage: color version to be used on white/light backgrounds. Should be highly legible or use white version. White version should be used on dark to medium fields or over dark imagery. Minimum width of "C" in lower "CDO TechVent" text should be maintained as padding around logo.

Available formats:
AI, EPS, PNG, SVG

DOWNLOAD ASSETS:

techvent.eckerson.com/mediakit

CDO TechVent illustrations

Usage: supporting illustrations can be used sparingly in marketing materials to strengthen the brand association with the CDO TechVent platform.

Available formats:
AI, EPS, PNG, SVG

6. Social Media Samples

Sample Social Messages

Replace <u>underlined words</u> with custom hyperlink above.

- What is a data marketplace and why do you need it? To find out, join other data leaders and register for the <u>CDO TechVent</u> on December 15.

- Find a data sharing platform that is right for you – and learn from top data leaders how to implement it! Register now for the <u>CDO TechVent</u> on December 15.

- We are speaking at the <u>CDO TechVent</u> on data sharing and marketplaces hosted by Eckerson Group on December 15. Join us and top data leaders as we discuss how to evaluate, select, and implement data marketplaces.

- Which data marketplace best suits your organization? Attend the <u>CDO TechVent</u> on December 15 to hear us and other experts discuss how to evaluate, select, and implement a data marketplace.

- Are you having trouble getting traction for your data sharing program? Do you need better tools for finding, acquiring, and integrating external data? If so, attend the <u>CDO TechVent</u> on December 15 to hear us and other experts discuss how to evaluate, select, and implement a data governance platform.

- View 15-minute, pre-recorded scripted demos by leading data sharing vendors. Register now for the <u>CDO TechVent</u> on December 15.

- Trouble creating a shortlist of data sharing products? Register now for the <u>CDO TechVent</u> on December 15 to fill out your dance card.

- We are a proud sponsor of <u>CDO TechVent</u> together with Eckerson Group. There is a better way to evaluate data sharing products. Register now for the <u>CDO TechVent</u> on December 15.

- Which data sharing platform is the best fit for your business need? We are working with Eckerson Group to bring you <u>CDO TechVent</u> to help make it easier. Register now for the <u>CDO TechVent</u> on December 15.

- We have partnered with Eckerson Group to bring you a new way to evaluate data sharing platforms. Register now for the <u>CDO TechVent</u> on December 15.

DOWNLOAD ASSETS:

techvent.eckerson.com/mediakit

7. Banner Advertising Units

DOWNLOAD ASSETS:

techvent.eckerson.com/mediakit

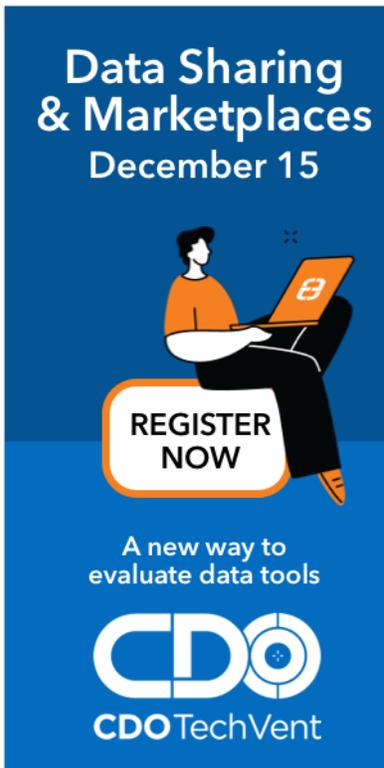**PROMOTIONAL BANNER ADVERTISING UNITS**

468x60

120x60

300x600

300x250

Link:

Use your custom link for attribution
(like https://link.eckerson.com/cdotv-sponsor)

or
https://techvent.eckerson.com)

8. Promotion Calendar

Promotional Schedule

- Calendar listing: ~Sept 1 – December 15
- Banners: ~Sept 1 – Dec 14
- Newsletter listing: ~Sept 1 – Dec 14
- Social media posts: ~Sept 1 – December 15
- Eckerson dedicated email blast 1: Tues, November 29, 10am ET
- Ad in Eckerson Analytics Perspectives: ~ Thurs, Dec 1, 10am ET
- Eckerson dedicated email blast 2: Tues, December 13, 10am ET
- Ad in Eckerson Analytics Perspectives: ~ Thurs, Dec 15, 10am ET
- Editorial coverage: pre- or post event (event: Dec 15)

Eckerson Group will execute two email campaigns and two social media campaigns prior to the event

Eckerson Group welcomes coordination with specific timing and/or placements you plan to execute. Well-timed, market-wide penetration will offer the best chance for good exposure and a positive event response.