



CDO TechVent

MEDIA KIT

V.22.5.19

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

techvent.eckerson.com

EVENT TOPIC

Data Observability

DATE

August 18, 2022
11:30am to 2:30pm (ET)

REGISTRATION URL

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

CONTACT INFORMATION

Debra Peryea
Vice President Sales and Operations
debra@eckerson.com
Phone: 978-707-9733

Contents

1. Usage guide
2. Event agenda
3. Sample press release for sponsors and partners
4. Identity assets
5. Social media samples
6. Banner Advertising Units
7. Promotion Calendar

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.

Our goal is to provide you with a strong starting point for communicating the event to your organization's audiences. The aim is to create awareness of the event and to drive participation. As a new style of event, it is important to clearly communicate how CDO TechVent events aim to benefit their audience in innovative ways.

EVENT OVERVIEW

CDO TechVent is a new and better way for data leaders to evaluate emerging technology products. During the 3-hour virtual event, industry experts present a framework for positioning and evaluating products; leading vendors debate how to evaluate and select tools; and attendees participate in small group breakout rooms hosted by event sponsors. Outside the event, there is a virtual bakeoff where attendees view 15-minute product demos so they can compare products side-by-side before making a selection.

The CDO TechVent offers a more efficient and compact way for data leaders to make astute purchasing decisions. Through lecture, debate, small group discussions, and compact, scripted product demos, the CDO TechVent helps data & analytics leaders accelerate how they evaluate and select new products and learn best practices for implementing them.

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

Debra Peryea
Vice President Sales and Operations
debra@eckerson.com
Phone: 978-707-9733

Information about Eckerson Group:

About Eckerson Group.

Eckerson Group is a global research and consulting 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, self-service analytics, master data management, data governance, and data science. Organizations rely on them to demystify data and analytics and develop business-driven strategies that harness the power of data. Eckerson Group owns and operates the Industry Data Benchmarks program and Rate My Data benchmarking platform.

Year founded: 2014

Total webinars created: Over 50

Total webinar attendees: Over 3,000

2. Event Agenda

TOPIC: Data Observability

Date: August 18, 2022
11:30 a.m. – 2:30 p.m. Eastern

KEYNOTE:
"The State of Data Observability: Adoption, Maturity, and Tooling"



Wayne Eckerson Kevin Petrie

Event Agenda ALL TIMES IN ET

11:30 am
Keynote
"The State of Data Observability: Adoption, Maturity, and Tooling"

12:30 pm
Technology Panel
"How to Evaluate and Select a Data Observability Product"

1:30pm
Breakout Rooms
"Technical Questions and Answers"

2:00 pm
Digital Reception
"Key Takeaways and Open Discussion"

Pre-event: Attendees watch pre-recorded product demos

Post-event: Attendees watch pre-recorded product demos



3. Sample Press Release

Data Governance Focus of Second Event in CDO TechVent Series

March 1, 2022

CONTACT: Deb Peryea - debra@eckerson.com 484-725-4320

BOSTON, MA -- On August 18, 2022 Eckerson Group and [insert your company] will host a virtual event that focuses on Data Observability.

“Exploding business demand for analytics and data-driven applications raises the need for timely, accurate data,” says Wayne Eckerson, president at Eckerson Group and moderator for the event. “But an exploding supply of data makes it harder than ever for data engineering and governance teams to meet these requirements. Data observability can help by managing pipeline performance and data quality at scale.”

The CDO TechVent is a half-day virtual event designed to help data leaders accelerate the process of evaluating and selecting products, and learn best practices for implementing them.

“Enterprise data leaders love the concept of data observability, but struggle to understand their options within a crowded landscape of vendor offerings,” says [insert your executive name]. “We are excited to participate in this CDO TechVent because it will help data leaders and their teams define this product category as well as evaluation criteria and best practices for implementation.”

Agenda. The half-day event will include the following.

- Keynote: “How to Succeed with Data Observability & Pick the Right Tools,” by Kevin Petrie, Vice President of Research at Eckerson Group
- Technology panel: “How to Evaluate and Select a Data Observability Product,” with executives from data observability vendors
- Breakout rooms: Small technical discussions among attendees, hosted by event sponsors
- Digital reception: Summary of key takeaways and audience Q&A

Eckerson Group hosts CDO TechVent events three times a year to help enterprises select and implement critical technologies. The first two events addressed data catalogs and data governance platforms. Stay tuned for more details.

Eckerson Group hosts CDO TechVent events three times a year on different emerging technologies. The inaugural event covered Data Catalogs. 2022 topics include data observability and data sharing. Stay tuned for more details.

[About \[insert your corporate overview \]](#)

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, self-service analytics, master data management, data governance, and data science. Organizations rely on them to demystify data and analytics and develop business-driven strategies that harness the power of data. Eckerson Group owns and operates the Industry Data Benchmarks program and Rate My Data benchmarking platform.

4. 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



5. Social Media Samples

Event Promotion



View 15-minute scripted demos to get a side-by-side comparison of leading products.

View 15-minute, pre-recorded scripted demos by leading data observability vendors. [Register now](#) for the CDO TechVent on August 18.

Sample Social Messages

Replace underlined words with custom hyperlink above.

What is a data observability product and why do you need it? To find out, join other data leaders and [register](#) for the CDO TechVent on August 18.

Find a data observability product that is right for you – and then learn from top data leaders how to implement it successfully! [Register now](#) for the CDO TechVent on August 18.

Which data observability product best suits your organization? Attend the [CDO TechVent](#) on August 18 to hear industry experts discuss how to evaluate, select, and implement the right product.

Are you having trouble delivering timely, accurate data to the business? Do you need data observability to ensure data pipeline performance and data quality? If so, attend the [CDO TechVent](#) on August 18 to hear industry experts discuss how to evaluate, select, and implement a data observability product.

Watch a virtual bakeoff of data observability products by participating in the [CDO TechVent](#) on August 18.

DOWNLOAD ASSETS:

techvent.eckerson.com/mediakit

6. Banner Advertising Units

DOWNLOAD ASSETS:

techvent.eckerson.com/mediakit

PROMOTIONAL BANNER ADVERTISING UNITS

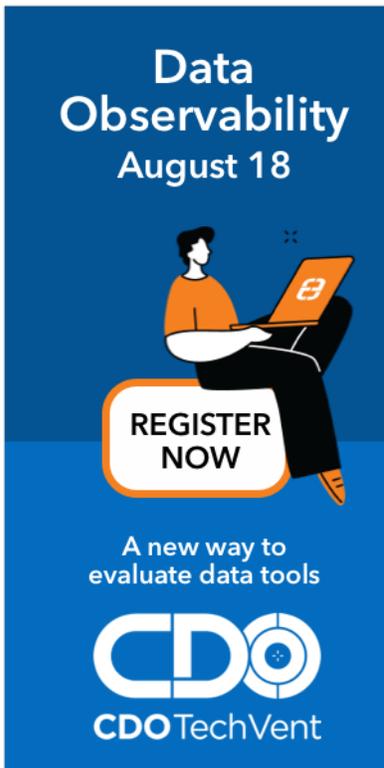
468x60



120x60



300x600



300x250



Link:

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

or
<https://techvent.eckerson.com>)

7. Promotion Calendar

Promotional Schedule

- **Calendar listing: ~July 1 – August 18**
- **Banners: ~July 1 – August 18**
- **Newsletter listing: ~July 1 – August 18**
- **Social media posts: ~July 18 – August 18**
- **Dedicated email blast: ~ August 5**
- **Editorial coverage: pre- or post August 18**

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.