

The logo for INBOUND, featuring the word "INBOUND" in white, uppercase, sans-serif font on a dark blue rectangular background. A small orange horizontal bar is positioned under the letter "I".

INBOUND

Using AI To Innovate Your Webinar and Event Strategy

Tessa Barron

September 19, 2024

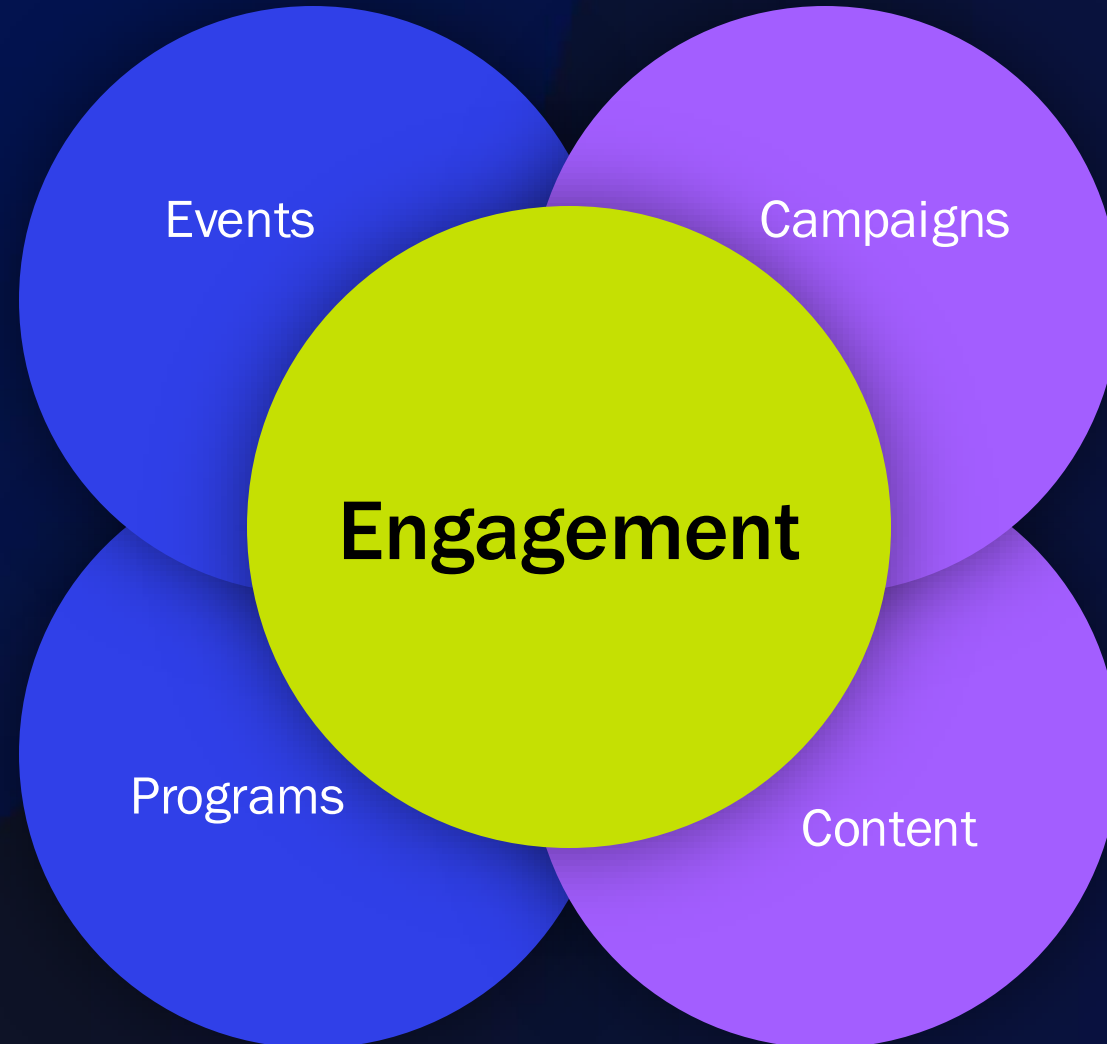
Tessa Barron

SVP of Marketing
ON24



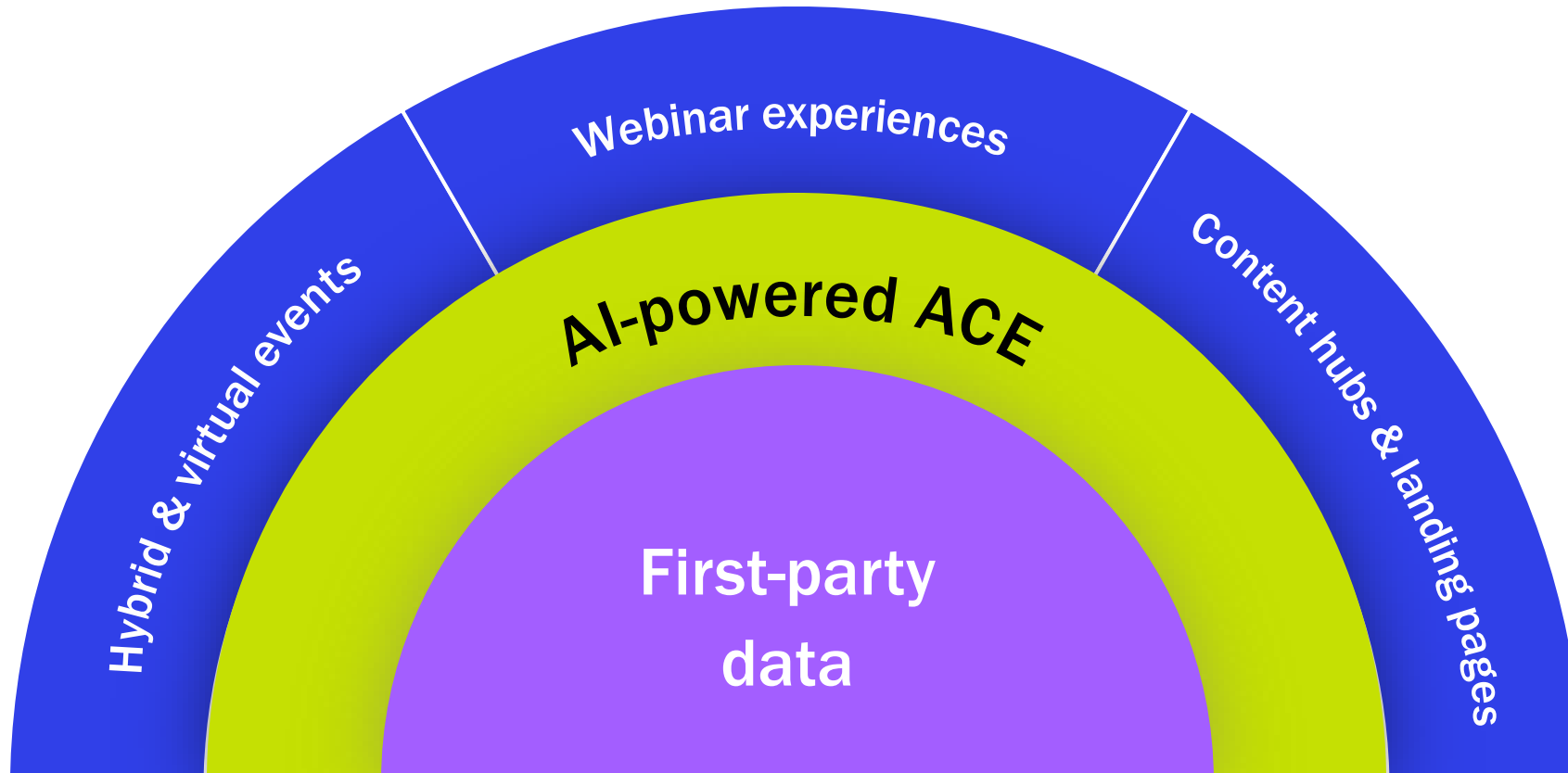
Introduction

ON24 vision: **Engagement** as a strategy



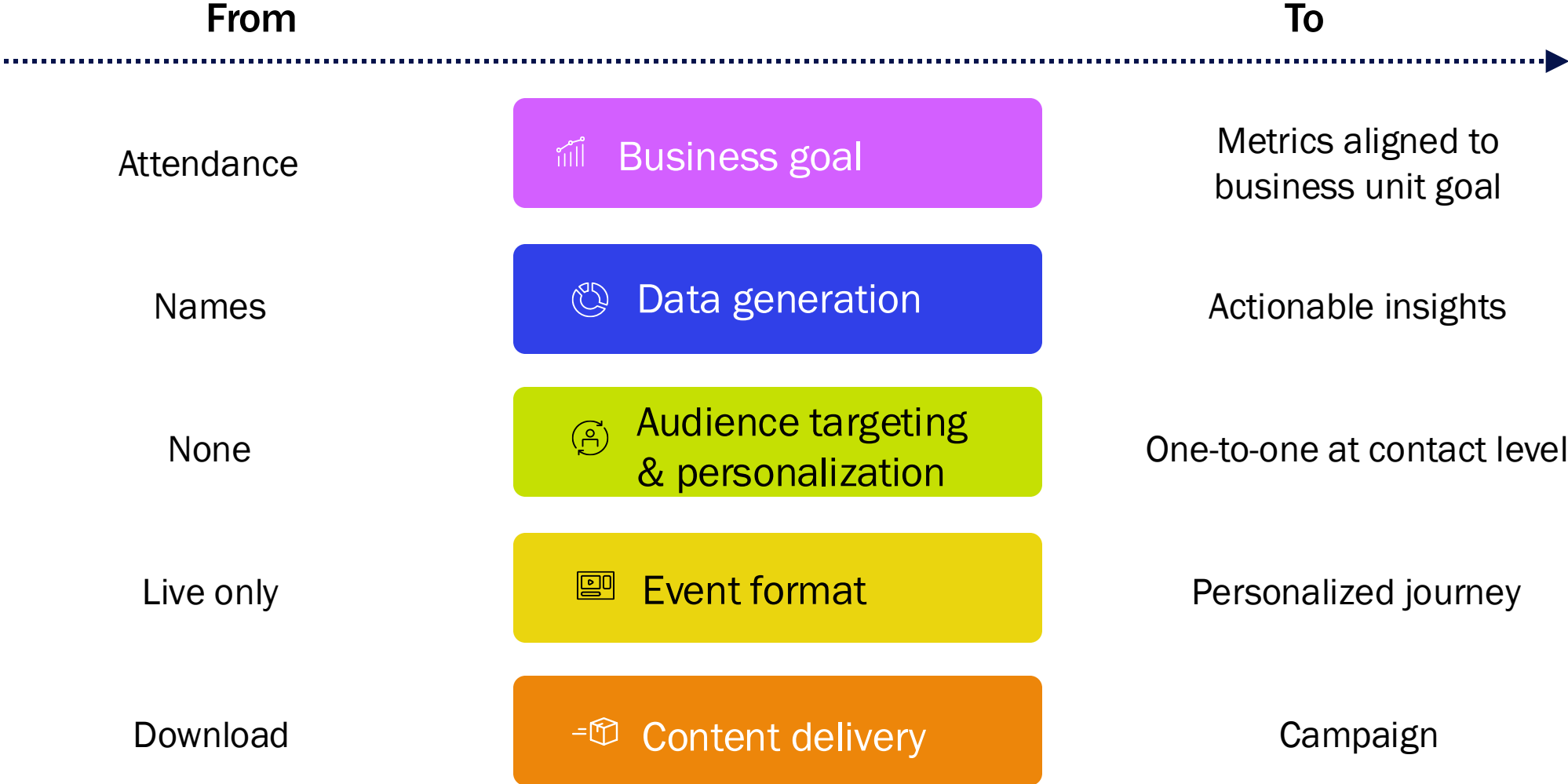
ON24 Intelligent Engagement Platform

Intelligently combine best-in-class experiences, personalization and content, to capture and act on connected data and insights at scale



Third-Party Integrations

Engagement strategy blueprint



Today's opportunity

**Audience behavior
has changed...**



20%

Increase in **overall engagement**
per attendee since 2021

**Attendee
engagement is
intensifying**

Prospects and customers demonstrating higher buying intent



5%

Increase in **CTA engagement** per webinar attendee



56%

Increase in **demo requests** per webinar attendee



~4X

Increase in **price quote requests** per content hub visitor



21%

Increase in **digital certificates** issued per attendee YoY

Business professionals seeking more education



2X






Increase in **conversion rates** with personalized experiences

Personalization is increasing conversion rates overall

**Audience behavior
has changed...**

**has your
engagement?**

15 signs your engagement is stuck in the past

 Content delivery	Static, without any means to interact	Siloed and always starts from scratch	Limited to one-time-use per channel
 Event format	One-time option to attend live	Death by PowerPoint	No on-demand or content repurposing
 Audience targeting & personalization	One-size-fits-all experience	Lack of networking or conversation	No opportunity to progress buying journey
 Data generation	Names on a spreadsheet	No integration in place	No follow-up plan
 Business goal	No documented goal or forecasted result	No established benchmarks to track progress	Impact measured by execution

This is an

engagement problem.

problem!

**Change how
you engage**

From tactical to strategic

 **Content delivery**

 **Event format**


 **Audience targeting & personalization**

 **Data generation**

 **Business goal**

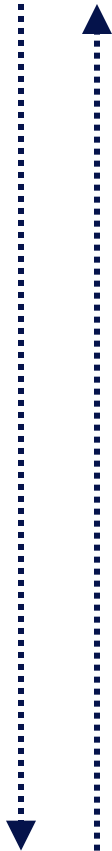
 **Business goal**

 **Data generation**

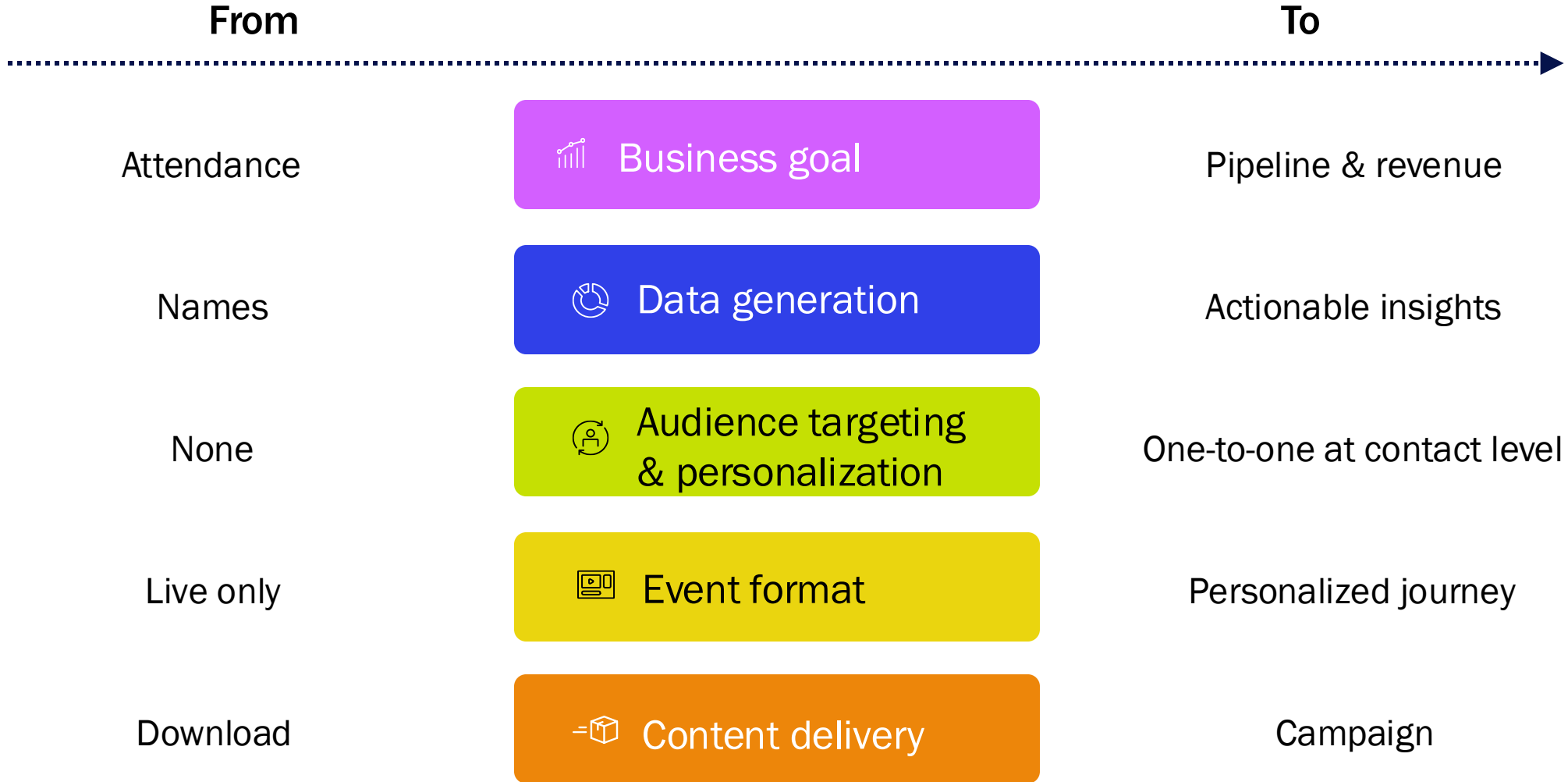
 **Audience targeting & personalization**

 **Event format**

 **Content delivery**

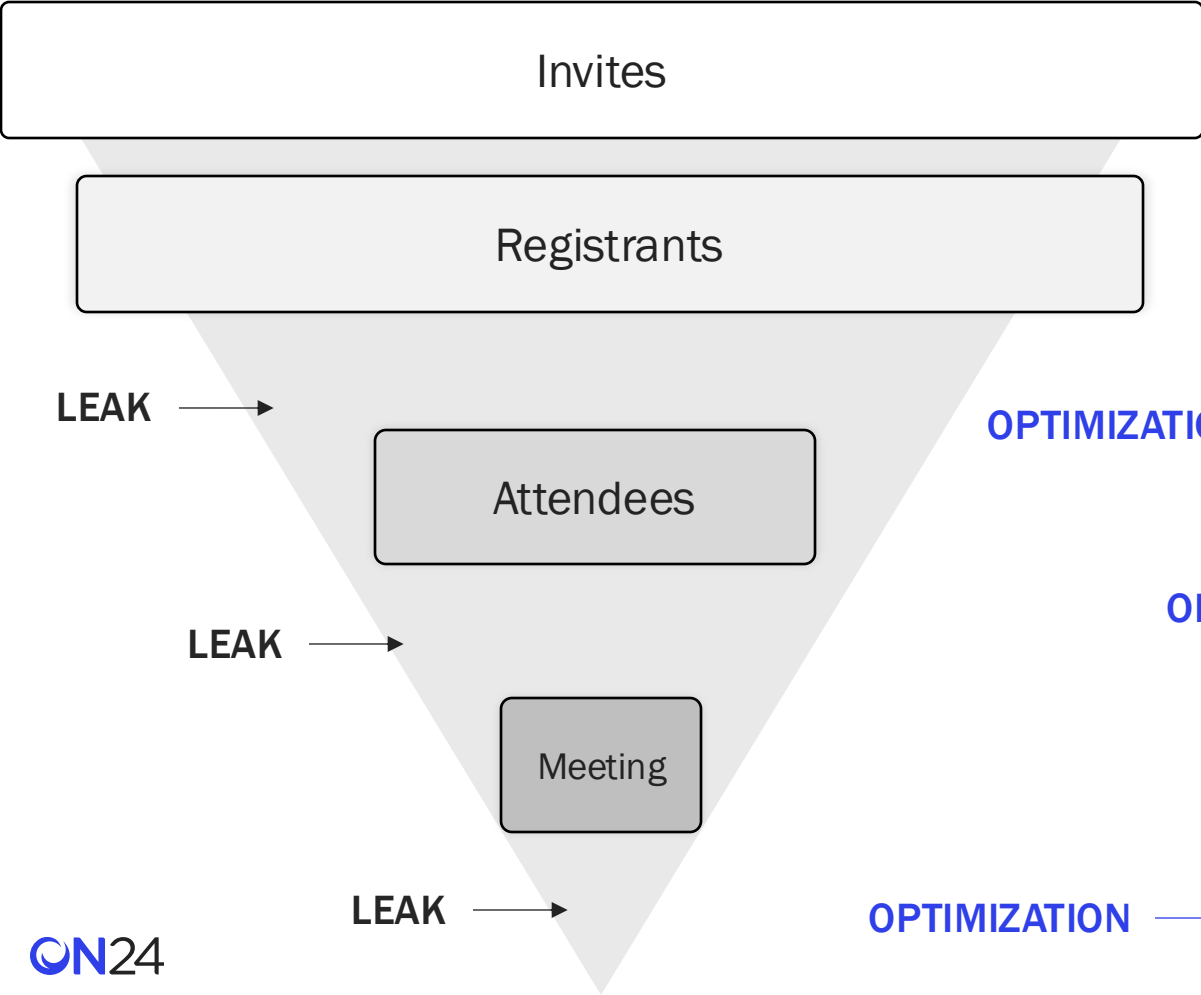


From tactical to strategic

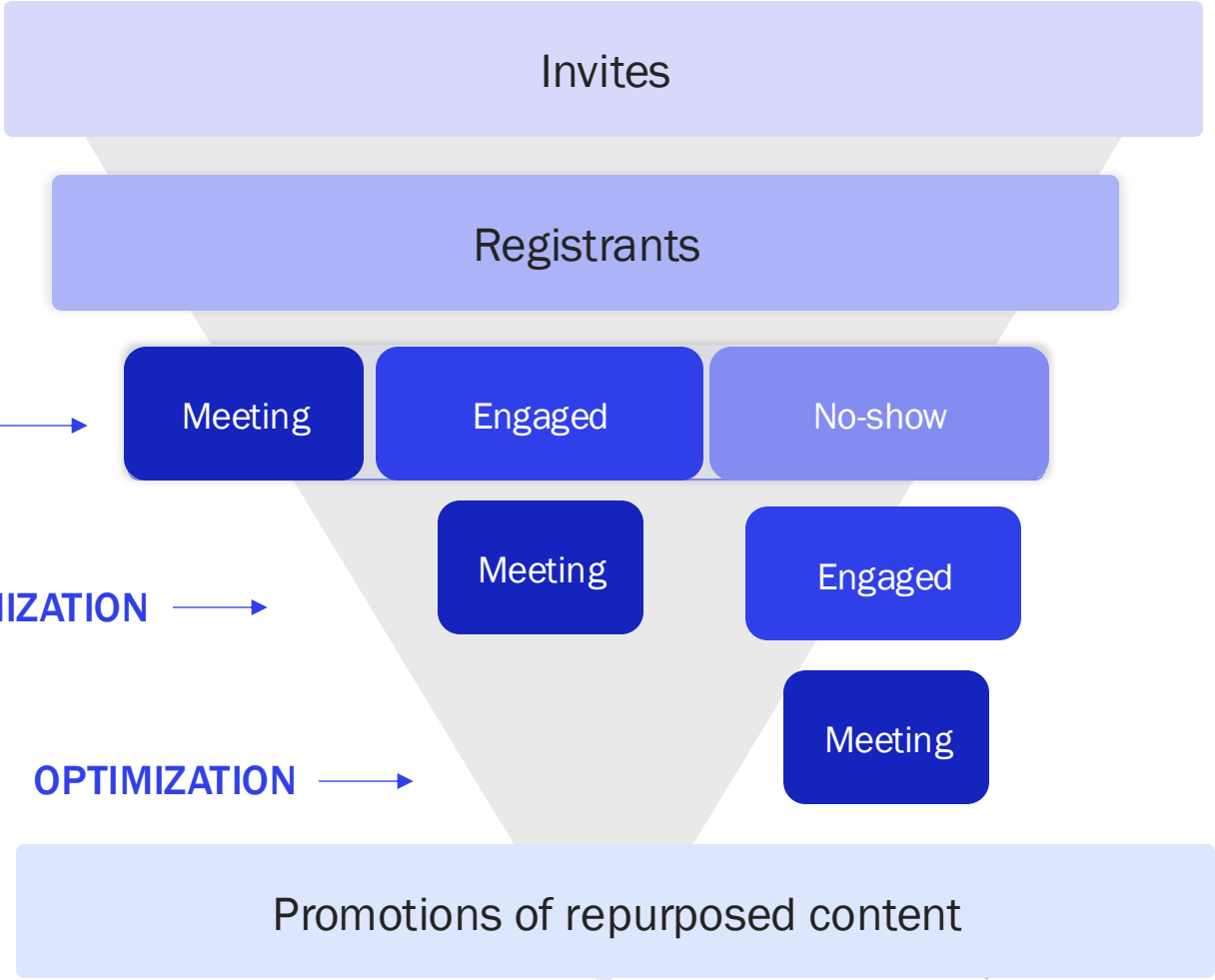


From strategy to execution

Typical event process



AI-powered event process



Discuss:
Where do you have a **leak
in your webinar funnel?**

5 ways to change how you engage

What's trending in cybersecurity today?



What's Trending in Cybersecurity Today?

Presented by:



* 1. Where are you in your cloud journey?

Select a Choice

* 2. Would you like to be contacted by your CloudTek account executive?

Select a Choice

3. What is your primary challenge with cloud computing?

Select a Choice

Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

How confident are you in your current cybersecurity solution?



Not confident

Very confident

1:24PM

hi everyone, thanks for joining... curious who is currently changing their cyber strategy?

-  Presentation Slides from Today's Webinar
-  Video: 5 Steps to Migrate to the Cloud
-  Case Study: The Digital Transformation of Metropolis



Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

[Get Started](#)

Book meeting CTA

How confident are you in your current

0

1

2

3

4

5

Not confident



Ask expert to
ness.

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10

Not confident

Very confident

Submit

NPS poll

1:24PM

hi everyone
for joining..
who is curre
changing th
strategy?



Send a message

day?

s Trending in
rsecur

dTek
unications

rsecurity solution?

Survey

* 1. Where are you in your cloud journey?

Select a Choice



* 2. Would you like to be contacted by your CloudTek account executive?

Select a Choice



3. What is your primary challenge with cloud computing?

Select a Choice



Submit

1:24PM

everyone, thanks
joining... curious
is currently
changing their cyber
strategy?



Presentation Slides from Today's Webinar



Video: 5 Steps to Migrate to the Cloud



Case Study: The Digital Transformation of
Metropolis

A yellow callout box with a white border and a yellow dot at the top center, connected to the box by a vertical line. The text 'Related content' is centered inside the box.

Related content

curity solution?

8 9 10

Very confident

Submit

1:24PM

hi everyone, thanks for joining... curious who is currently changing their cyber strategy?



Send a message



computing?

Select a Choice

Submit

- Presentation Slides from Today's Webinar
- Video: 5 Steps to Migrate to the Cloud
- Case Study: The Digital Transformation of Metropolis

Attendee chat

Media player & slides



What's Trending in Cybersecurity Today?

Presented by:



CloudTek
Communications

Get your cloud journey started

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10



Business goal



Business goal

Volume problem?

Increase

?

Registration
Attendance
Engagement
Marketing qualified leads (MQL)
Sales meetings

Conversion problem?

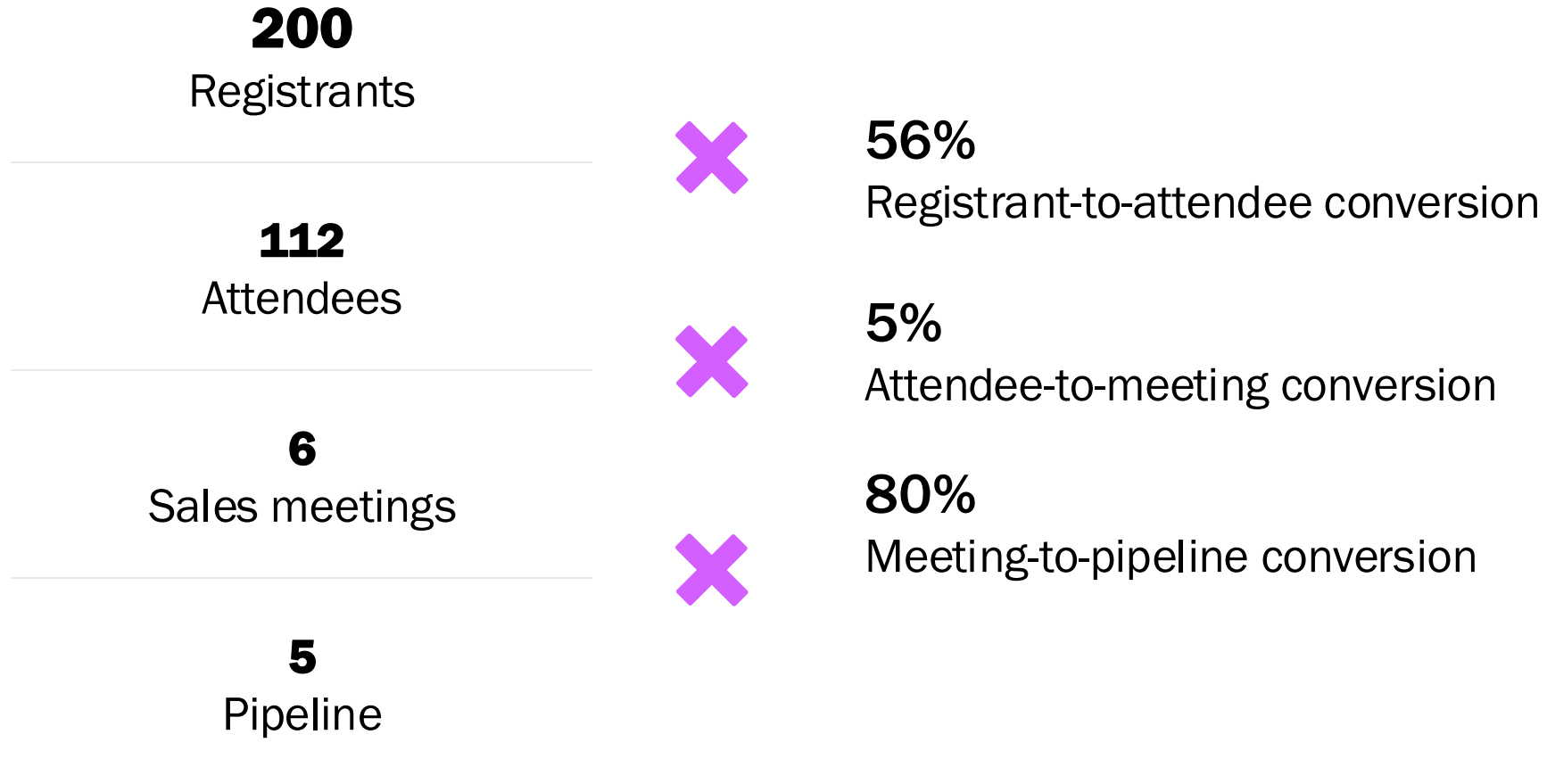
Improve

?

Registration to attendance
Attendance to engagement
Engagement to MQL
MQL to sales meeting
Sales meeting to pipeline



Business goal: volume & conversion





Business goal: **increase volume**

2X
reach



400
Registrants



56%
Registrant-to-attendee conversion

224
Attendees



5%
Attendee-to-meeting conversion

11
Sales meetings



80%
Meeting-to-pipeline conversion

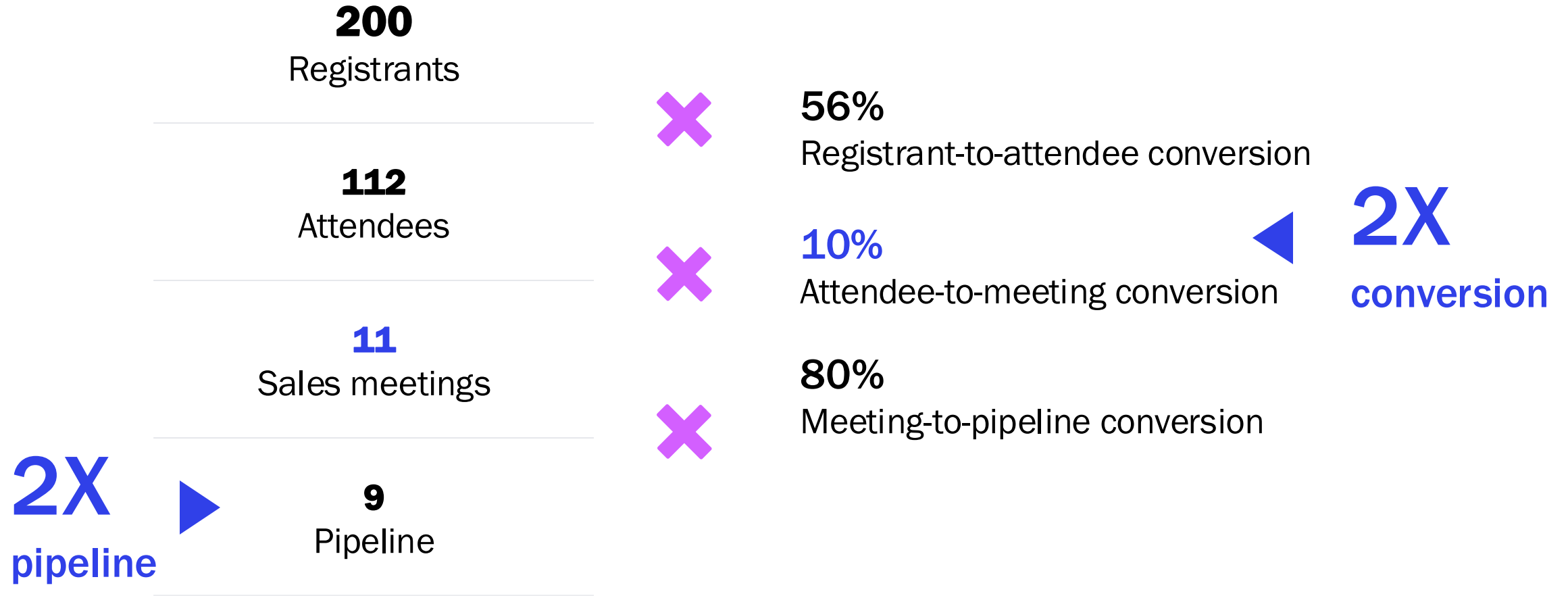
2X
pipeline



9
Pipeline



Business goal: improve conversion






Business goal

 Business goal

2x sales meetings with 10% conversion to “Book meeting” CTA

 Data generation

 Audience targeting & personalization

 Event format

 Content delivery



Exercise: Marketing math

Metrics that matter

Pre-event

Invitee > registrant conversion

Marketing invites

Sales invites

Registrant > attendee conversion

Live event

Engagement score

Attendee > CTA conversion

Live attendee

Attendee > MQL / SQL / pipeline conversion

No-show

Post-event

Nurturing & re-engagement

Metrics that matter

Invitee > registrant conversion

Effectiveness of your targeting, promotions & registration source

Registrant > attendee conversion

Effectiveness of registration source, operations & on-demand

Engagement score

Effectiveness of your content, console & presenter

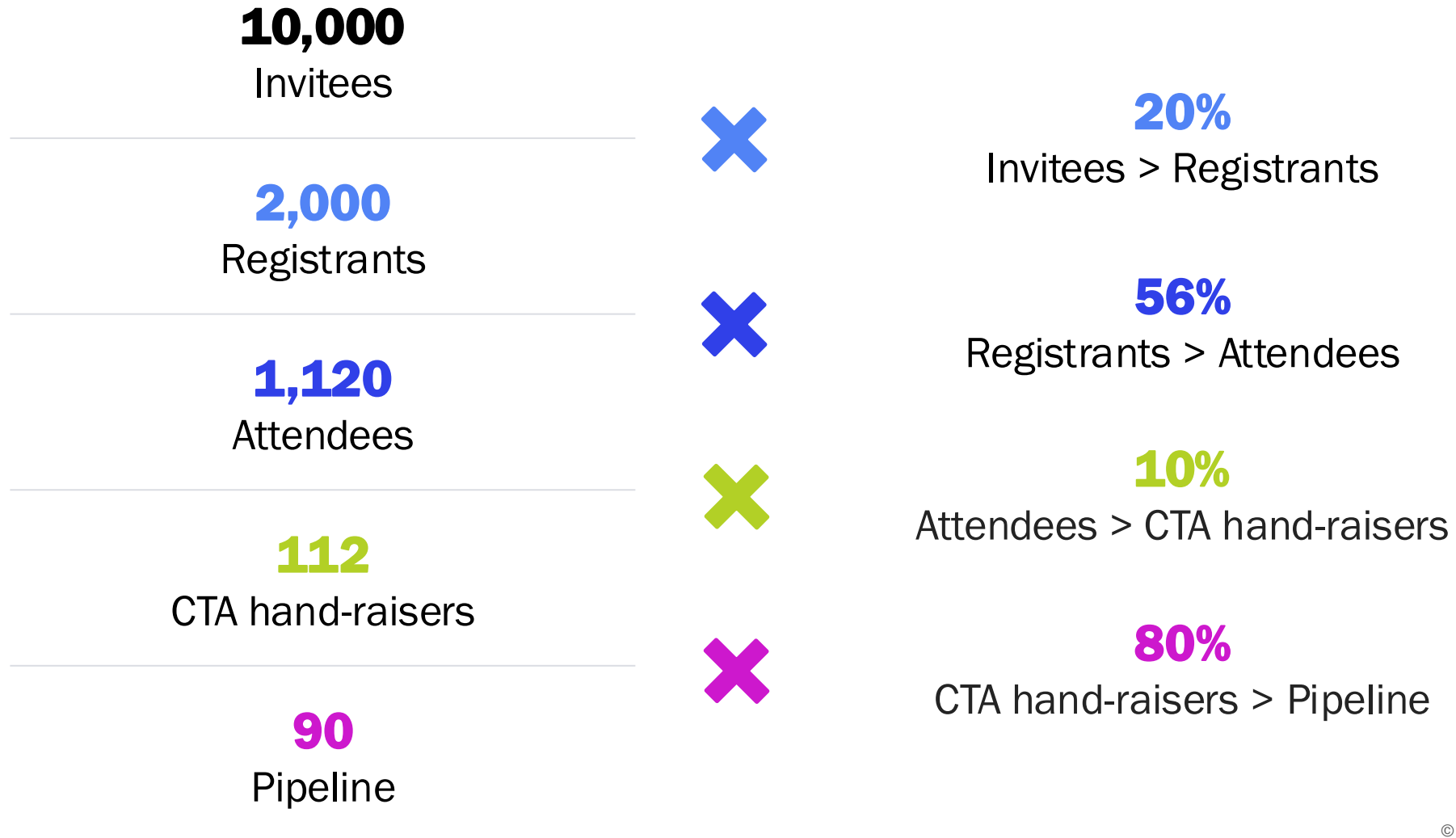
Attendee > CTA conversion

Effectiveness of your content, console & production

Attendee > MQL, SQL, pipeline conversion

Effectiveness of your engagement & follow-up

Calculating conversions



Webinar Scorecard

Webinar	Reg	CVR	Attendance	MQL	CVR

Benchmark reporting template

	Global average	<Company> average	<Team> average	<Webinar program> average	<Webinar tag> average	<Your webinar>
Total Reg > Attendee Conversion	56%					
Audience Comp: Live	59%					
Audience Comp: OD	44%					
Average Length of Attendance	52 mins					
Average Number of Attendees	202					
Attendee > engaged conversion rate						
Attendee > CTA conversion rate	3%					

Benchmark reporting example

	Global 2023	Q1 24 All Company	Q1 24 NA Marketing	Q1 24 MBPS series	Q1 24 Elite product tag	Webinar
Total Reg > Attendee Conversion	56%	46%	38%	42%	43%	
Average Length of Attendance	52 mins	60 mins	40 mins	46 mins	28 mins	
Average Number of Attendees	202	64	242	265	76	
Handraiser CTA conversion rate	3%	2%	4%	4%	10%	
Audience Comp: Live	59%	65%	72%	71%	64%	
Audience Comp: OD	44%	40%	33%	35%	42%	



Data generation



Data generation



- ✓ Name & Email



- ✓ Industry
- ✓ Role
- ✓ Interest



- ✓ Role in buying decision
- ✓ Challenges & needs
- ✓ Product direction
- ✓ Decision stage
- ✓ Content interest
- ✓ Buying Intent

Lifetime Activities ●

↑ HIGH
Engagement Level

8 hrs 17 mins
Total Engagement Time

374 ↓
Total Touches

Content Viewed

13 24 Resources
Webinars Attended

47
Videos Watched

9
Documents Read

5
Webpages Viewed

1
Go Live Events

2
Forums Attended

Buying Signals

3
Meeting Conversions

1
Demo Conversions

1
Free Trial Conversions

2
Pricing Conversions

6
CTA's Clicked

Recommended Content

- The Future of Cybersecurity in Hybrid Cloud Learning Most Popular Webinar
- Using Big Data to Power Your Network Recommended Content
- Use our products like a PRO - Guide to Basic Features Popular resource from attended webcasts
- Introduction to CloudTek 4.0: December Release Next Upcoming Webinar
- CloudTek Sky Series: The Great Migration
- TekNext User Conference

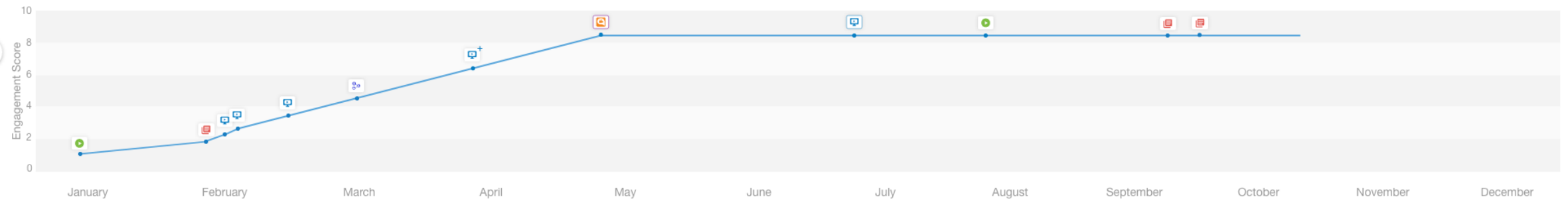
Send Email to Paula Price

Business Interest

Cybersecurity	Storage
Cloud Migration	Big Data
IoT	Digital banking

Last Updated: 6/25 10:52:09 AM

Content Journey Recent Activities





What's Trending in Cybersecurity Today?

Presented by:



* 1. Where are you in your cloud journey?

* 2. Would you like to be contacted by your CloudTek account executive?

3. What is your primary challenge with cloud computing?

Get your cloud journey started
 Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10

Not confident Very confident

1:24PM
 hi everyone, thanks for joining... curious who is currently changing their cyber strategy?

- Presentation Slides from Today's Webinar
- Video: 5 Steps to Migrate to the Cloud
- Case Study: The Digital Transformation of Metropolis

Ready to engage

Ready for a solution

Ready to buy

Ready to switch

Ready to talk

Ready to learn



Data generation

Engagement



Datapoint



Insights



Marketing actions



Sales actions

Call-to-action

Book meeting

Ready to buy

ABM campaign

Personalized outreach

NPS Poll

Score of 7 or less

Ready to switch

Competitive campaign

Competitive outreach

Survey

Currently evaluating

Ready for a solution

Solution nurture

Solution outreach

Related Content

2+ consumed

Ready to learn

Use case nurture

Use case outreach

Attendee Chat

Question asked

Ready to talk

Warm marketing nurture

General sales follow-up

Attended

90% duration

Ready to engage

Warm marketing nurture

General sales follow-up




Data generation

 Business goal

2x sales meetings with 10% conversion to “Book meeting” CTA

 Data generation

Prioritize leads that convert to meeting, less than 7 NPS score, survey response

 Audience targeting & personalization

 Event format

 Content delivery



Discuss:
**What is one insight you could
uncover to **help sales?****



Exercise: Build a survey

Exercise: Build a survey

Insight	Question	Trigger Answer
To determine meeting readiness	Do you want a [company name] expert to get in touch with you?	Yes, no
To determine pain points	Where do you need the most help improving your [category] strategy?	Pain point A, B, C
To determine product interest	Which solution are you interested in learning more about?	Solution A, B, C
To determine maturity	How advanced is your company's [category] strategy?	Advanced, emerging, basic
To determine need	How often/many does your company use/do [category / solution]?	Weekly, monthly, daily
To determine business alignment	How important is your [category] initiative to your overall business results?	Critical, not critical



Audience targeting & personalization



Audience targeting & personalization



[Already Registered?](#)

First Name *

Last Name *

Email *

Company *

Title *

Business Relationship *

✓ Please select

Prospect

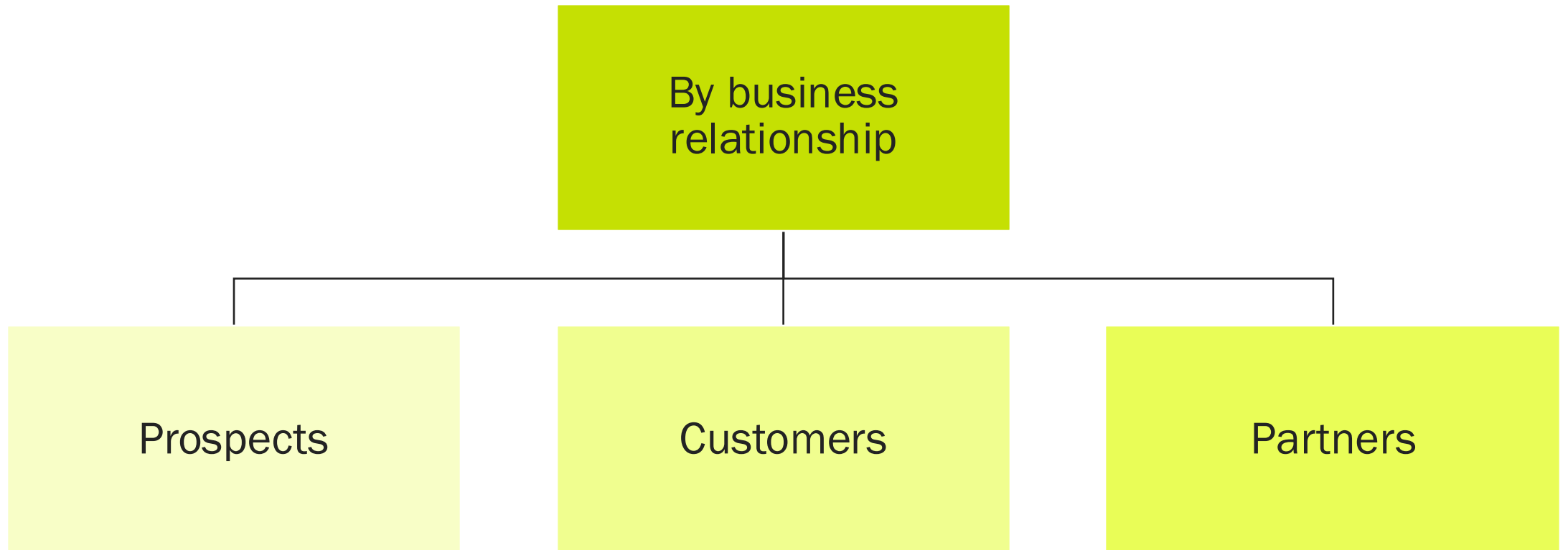
Customer

Partner

REGISTER



Audience targeting & personalization





Audience targeting & personalization



Prospects	Personalized Call-to-action	Book meeting	Ready for a meeting	Account retargeting	Personalized sales follow-up
-----------	-----------------------------	--------------	---------------------	---------------------	------------------------------

Customers	Personalized Call-to-action	Join community	Engaged customer	Welcome nurture	None
-----------	-----------------------------	----------------	------------------	-----------------	------

Partners	Personalized Call-to-action	Register for portal	Engaged partner	Welcome nurture	Partner outreach
----------	-----------------------------	---------------------	-----------------	-----------------	------------------

Get your cloud journey started

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[Get Started](#)

Book meeting CTA

How confident are you in your current

0

1

2

3

4

5

Not confident



Prospect:
Book meeting CTA

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[Get Started](#)

Customer
Join community CTA

Join the CloudTek Community

Connect with your fellow CloudTek customers and get tips to advance your success.

[Join Now](#)

Partner
Register now CTA

Become a certified partner

Register for the CloudTek Connect Partner program and get your certification started today.

[Register Now](#)



Audience targeting & personalization

Segment type	By business relationship	By funnel stage	By contact title	By account vertical	By region
Segment 1	Customer	Awareness	CXO	Financial Services	NA
Segment 2	Prospect	Consideration	VP/Director	Professional Services	EMEA
Segment 3	Partner	Selection	Manager	Life Sciences	APAC
Fallback	Prospect	None	Other	Other	Other




Audience targeting & personalization

 Business goal

2x sales meetings with 10% conversion to “Book meeting” CTA

 Data generation

Prioritize leads that convert to meeting, less than 7 NPS score, survey response

 Audience targeting & personalization

Personalize CTAs for customers, prospects and partners

 Event format

 Content delivery



Discuss:
**How would you segment your
webinar audience?**



Exercise: Segmentation strategy

Exercise: Segmentation strategy



	Personalized Call-to-action
--	-----------------------------

	Personalized Call-to-action
--	-----------------------------

	Personalized Call-to-action
--	-----------------------------



Event format



Event format: Thought leadership series

Simulive
webinar

What's trending in cybersecurity today?

the translation capability takes

What's Trending in Cybersecurity Today?

Presented by:

* 1. Where are you in your cloud journey?

Select a Choice

* 2. Would you like to be contacted by your CloudTek account executive?

Select a Choice

3. What is your primary challenge with cloud computing?

Select a Choice

Submit

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Get Started

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10

Not confident Very confident

Submit

1:24PM

hi everyone, thanks for joining... curious who is currently changing their cyber strategy?

Send a message

- Presentation Slides from Today's Webinar
- Video: 5 Steps to Migrate to the Cloud
- Case Study: The Digital Transformation of Metropolis



Event format: Training & certification

Forum



CloudTek
Communications

Welcome to CloudTek!

CloudTek Communications
Customer Onboarding
Welcome new customers!

ICEBREAKER CloudTek saveS you 8 hours a month.
What will you do with that time?

Breakout 1: Live Q&A with Product Expert, Sharon Williams

Breakout 2: Strategies for Training a Remote Team

[Join](#)

Larry Hopson, Susan Foster, Daniel Thibodeau, Amber Solano, Frank Beauchamp, Donald Aguilera, Elizabeth Smith, Maria D. Edwards, Rebecca Remer

KG, JZ, BN, IT, SD

Complete today's onboarding to receive your Onboard Certification!

Criteria for full Credit

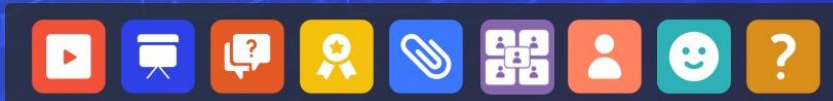
Pass test

[View Certificate](#)

[Open Group Viewing Form](#)

Enter your question

[Submit](#)





Event format: Product education



Categories

On-demand content hub



CloudTek for Financial Services



Register for TekNEXT!

VIRTUAL EVENT

Join us for our annual user conference, TekNEXT! Here you will join your peers for two jam-packed days of learning, networking and hacking, and you will even get a sneak peak of the exciting product releases coming your way soon. Check out the agenda, speaker lineup and register today!



Cloud Data for Financial Services

DOCUMENT

Learn about the data points that you can safely and securely capture with CloudTek.



Anchor National Bank + CloudTek

WEBCAST 00:30

Join this spotlight session and learn how Anchor National increased transaction speeds by 300% with CloudTek.



[View More](#)





Event format: Annual conference

Virtual
event



AGENDA

MAIN STAGE

EXHIBIT HALL ▾

LOUNGE



TekNEXT Summit

February 21st - 24th

Agenda

LIVE DAY

FAVORITES

MORE FILTERS

MY SESSIONS



11:00-11:30 AM PT **LIVE NOW**

Keynote: The Future of CloudTek AI

FEATURING



11:30-12:00 PM PT

Panel: AI in Manufacturing

FEATURING



11:30-12:00 PM PT

Keynote: The Next Era of AI with CloudTek

FEATURING






Event format

 Business goal

2x sales meetings with 10% conversion to “Book meeting” CTA

 Data generation

Prioritize leads that convert to meeting, less than 7 NPS score, survey response

 Audience targeting & personalization

Personalize CTAs for customers, prospects and partners

 Event format

Create thought leadership webinar series as simulative event

 Content delivery



Discuss:
**What is a new event format
to try in 2025?**



Content delivery

Media player & slides



What's trending in cybersecurity today?
In basically today's presentation we'll

What's Trending in Cybersecurity Today?

Presented by:



CloudTek
Communications

Get your cloud journey started

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10



Content delivery: Pre-event

Social promotional video

Registration page trailer video

CloudTek
53,185 followers
2d · 🌐

Hear from CloudTek's VP of Product, **James Ward**, as he breaks down what's trending in cybersecurity today. From emerging threats to innovative solutions, this webinar is your key to staying ahead in the digital security landscape. Watch on demand now!

Takeaways
How are top cybersecurity professionals mitigating risk

You and 16 others
4 comments · 1 repost

Like Comment Repost Send

CloudTek Communications

What's Trending in CyberSecurity?
March 7th @ 11:00am

Machine learning has the potential to help organizations not only detect threats but also mitigate them before they have a chance to impact their operations. It is clear that artificial intelligence or machine learning is the future of cybersecurity.

Join this webinar to learn about AI and the other top trends in CyberSecurity.

Speakers:

Already Registered?

First Name *
Last Name *
Email *
Company *
Title *
Business Relationship *
Please select
Job Focus *
Please Select

REGISTER

POWERED BY
CN24



Content delivery: Live event

CloudTek Communications What's trending in cybersecurity today?

What's trending in cybersecurity today?
In basically today's presentation we'll

What's Trending in Cybersecurity Today?

Presented by:
CloudTek Communications

* 1. Where are you in your cloud journey?
Select a Choice

* 2. Would you like to be contacted by your CloudTek account executive?
Select a Choice

3. What is your primary challenge with cloud computing?
Select a Choice

Submit

Get your cloud journey started

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Get Started

How confident are you in your current cybersecurity solution?

0 1 2 3 4 5 6 7 8 9 10

Not confident Very confident

1:24PM

hi everyone, thanks for joining... curious who is currently changing their cyber strategy?

- Presentation Slides from Today's Webinar
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- Case Study: The Digital Transformation of Metropolis

Send

Heart



Content delivery: Post-event

- DASHBOARD
- KEY MOMENTS
- AUDIENCE
- INTERACTIONS
- QUALITY

Key Moments

Challenges of zero-day vulnerabilities

Zero-day vulnerabilities present several challenges for the cybersecurity community, software vendors, and end-users:
Limited time to patch

- Detection and awareness
- Targeted attacks
- Escalation of cyber warfare
- Lack of mitigation strategies
- Impact on reputation and trust
- Expensive security research
- Coordinated response



Moment Summary

- 04 Questions
- 05 Buying Signals
- 37
- 12
- 46
- 09

View Clip

Show All Slides





Content delivery: Post-event

The Future of Cyber Security in Hybrid Cloud Learning 3983353
CloudTek
Mar 08 11:00 AM PST

ON24 WEBCAST INTELLIGENCE

DASHBOARD
KEY MOMENTS
AUDIENCE
INTERACTIONS
QUALITY

Key Moments

Challenges of zero-day vulnerabilities

Zero-day vulnerabilities present several challenges for the...
...re vendors, and end-use...
...Impact on reputation a...
...Expensive security rese...
...Coordinated response

Moment Summary
04 Questions
05...
37...
12...
46...
09...
Clip

Emerging Threat Landscapes

▶ KEY MOMENTS

Our digital world is in a constant state of flux, and so are the threats that lurk within it.

CloudTek Hardware Secure Solutions

▶ KEY MOMENTS

As organizations increasingly migrate to the cloud, the need for robust hardware-based security solutions becomes paramount.

10:50 13:38 16:42 19:12 28:12 30:00

0 5 10



Content delivery: Post-event

Transcript

TRANSCRIPT
Title: What's Trending in Cybersecurity?

[Opening Slide]
[Background music fades]

Hi, I'm thrilled to be your host for today's session. Hello, everyone, and welcome to the webinar. I'm thrilled to be your host for today's session and I'm thrilled to be your host for today's session. Trends in the ever-evolving world of cybersecurity are crucial for individuals and organizations.

[Slide 1: Introduction]
Host:
Before we delve into the latest trends in cybersecurity, let's explore the importance of staying up-to-date in today's digital landscape.

Sales follow-up

From: [Redacted]

To: [Redacted] Cc Bcc

Subject: **No FOMO: Event Recap** Priority

Aptos (Body)

CloudTek Communications What's trending in cybersecurity today?

What's Trending in Cybersecurity Today?

Get your cloud journey started

Send a message

Thought leadership webinar

eBook

Ensuring Tech Stack is in Compliance

Unleash Innovation Across the Enterprise
Unlocking the Power of Creativity, Collaboration, and Change

Innovation is the lifeblood of every successful enterprise, driving growth, competitiveness, and sustainability. In a world characterized by rapid change, embracing innovation is no longer an option; it's a necessity. "Unleash Innovation Across the Enterprise" is your guide to navigating the exciting and often challenging terrain of innovation within your organization.

This eBook explores how to foster a culture of innovation, implement effective innovation strategies, harness the potential of enabling technologies, and overcome the barriers that often stifle creativity. Through case studies, real-world examples, and practical insights, you'll discover how leading enterprises have leveraged innovation to stay at the forefront of their industries.

Understanding the Shared Security Responsibility Model
Executive Summary

The webinar, "Understanding the Shared Security Responsibility Model," hosted by CloudTek, focused on the intersection of cybersecurity and cloud computing. The webinar was designed to cater to a diverse audience, including customers, partners, and prospects, with personalized content based on their roles within their organizations. The session covered key areas such as cloud computing, the shared security model, its benefits, challenges, risks, and the importance of compliance and regulation. The webinar also emphasized the importance of audience interaction and engagement, with tools for live communication, related content exploration, and question-asking. The session concluded with a discussion on the role of audits and assessments in demonstrating compliance with various regulations.

Key Takeaways

- Security Responsibility Collaboration:** The webinar focused on the shared Security Responsibility Model, a framework that defines the security responsibilities of both cloud service providers and their customers. This model promotes collaboration, reduces security concerns, and enables a more secure cloud computing environment.
- Model's Benefits and Challenges:** The shared Security Responsibility Model offers benefits such as clarity of responsibilities, improved security, and cost efficiency. However, it also comes with challenges such as misalignment of expectations, accountability issues, and skill and resource gaps.
- Compliance in Shared Responsibility:** Compliance and regulations play a significant role in the shared responsibility model as they help define the security requirements for cloud service providers and their customers. Regular security audits may be required to demonstrate compliance with various regulations.
- AI for Cybersecurity:** The webinar also highlighted the importance of leveraging AI for cybersecurity and the need for organizations to prioritize cybersecurity by improving technology, developing a strategy, and enhancing internal awareness.
- Interactive Cybersecurity Learning:** The webinar was interactive and engaging, with polls and Q&A sessions to gauge audience understanding and feedback. The hosts emphasized the importance of continuous learning and improvement in the field of cybersecurity.

Key Quote

"The shared responsibility model offers three key benefits for cloud service providers and their customers. The first is clarity of responsibilities. The model clearly defines each party's security responsibilities, reducing ambiguity and helping all parties understand their obligations. The second benefit is improved security. Defining each party's responsibilities helps ensure that all aspects of security are covered, minimizing potential security gaps. The third and final benefit is cost efficiency.

Blog

Take-aways

Social content

CloudTek
53,185 followers
1w ·

How secure are your security measures? Join CloudTek VP of Product, James Ward, as he breaks down the necessary cybersecurity measures needed to combat today's reality. Register now for "What's Trending in Cybersecurity?"

"In today's digital world, cyber attacks are not just a possibility – they're a certainty."

James Ward, VP of Product
CloudTek Communications

Takeaways

What are the recent developments in cyber attacks?

Shairy Pabon and 17 others

1 comment · 3 reposts

Like Comment Repost Send



Content delivery: Post-event

WEBCAST

What's Trending in Cybersecurity Today?

Paula, here's what you missed in our latest webinar!

In the rapidly evolving landscape of cybersecurity, staying ahead of the curve is a necessity. Watch, catch up on this webinar, where we'll unravel the emerging threats, and cutting-edge innovations shaping the digital defense sphere.

Watch Now



Top Key Moments



Emerging Threat Landscapes

▶ KEY MOMENTS COLLECTION

Our digital world is in a constant state of flux, and so are the threats that lurk within it.



CloudTek Hardware Secure Solutions

▶ KEY MOMENTS COLLECTION

As organizations increasingly migrate to the cloud, the need for robust hardware-based security solutions becomes paramount.



IoT Security Strategies

▶ KEY MOMENTS COLLECTION

Internet of Things connectivity comes with a host of security challenges. Let's explore strategies to secure the ecosystem.




Content delivery

 Business goal

2x sales meetings with 10% conversion to “Book meeting” CTA

 Data generation

Prioritize leads that convert to meeting, less than 7 NPS score, survey response

 Audience targeting & personalization

Personalize CTAs for customers, prospects and partners

 Event format

Create thought leadership webinar series as simulative event

 Content delivery

Develop pre, live and post webinar content with dedicated marketing and sales nurtures to fuel integrated campaign



**Discuss:
How can you repurpose your
webinar content?**



Exercise: Content repurposing

4 Rs of content repurposing

Goal

Content

Example

Reuse

Get more results from same channel

Promote original content again

Host on-demand webinar on your website

Reformat

Extend reach of original content to new channels

Turn original content into a different format

Turn webinar into an ebook

Remake

Fuel net-new campaigns

Take parts of the original content to make something new

Take parts of webinar to create short videos

Refine

Optimize future campaigns

Analyze engagement to decide what to make next

Use webinar poll to write a net-new blog based on audience feedback

4 Rs of content repurposing: Planning framework

Audience 1

Audience 2

Audience 3

Reuse

Reformat

Remake

Refine

	Audience 1	Audience 2	Audience 3
Reuse			
Reformat			
Remake			
Refine			

Example content repurposing plan for 1 webinar

Prospects

Customers

Partners

Reuse

Rerun session as simulive
[Elite]

Rerun session as simulive
[Elite]

Publish session on-demand in
partner portal
[Engagement Hub]

Reformat

Turn presentation into a blog
post
[AI-generated content]

Turn presentation into a
Knowledge Center article
[AI-generated content]

Summarize session in partner
newsletter
[AI-generated content]

Remake

Create a sales ABM campaign
with soundbites from customers
per vertical [Nurture page]

Create an expansion ABM
campaign with soundbites from
customers using cross-sell
product [Nurture page]

Enable partners to share ABM
campaign with soundbites from
customers per vertical
[Nurture page]

Refine

Publish survey data as a blog
post

Use survey data to determine
future webinar topics

Use survey data to educate
partners on industry trends in
future webinar

Get ready to **change
how you **engage!****

AUTODESK Construction Cloud

Deloitte.

Prospect CTA

Customer CTA

12X

ROI on pipeline

80%

faster lead
follow-up

VIRTUAL MASTERCLASS

Effective Field Management
Correspondence with Autodesk
Construction Cloud

May 2, 2024 | 1 pm AEST | 11 am SGT | 8.30 am IST

Virtual Masterclass
Effective Field Management
Correspondence with Autodesk
Construction Cloud
May 2, 2024

Register here

Enter your question

Submit

Slides

Key topics covered in the research

1. Upd
fo

es

2024 State of Digital Ad
Report by Deloitte and Au

Sunway Drives Digital Leader

Gamuda Builds Innovation Flywhe

Shapoorji Pallonji Simplifies Data Manag
ACC



Construction Champion Awards
2024
Nominations Now Open

Submit Nomination

 **AUTODESK**

80%

**decrease in content
creation time**

40%

**increase in
audience reach**



Let's FlexTalk!

Mastering data protection
Insights for implementing the right data
protection strategy for your workloads

On Demand

3x
Increase in
audience reach

Flexential Data Protection Tiering Model

	Tier 0	Tier 1	Tier 2	Tier 3	Tier 4
Protection	High Availability	Hot Site	Warm Site	Cold Site	Archive Storage
Approach	Persistent Infrastructure, Clustering, Load Balancing	Persistent Infrastructure, Mirroring, Log shipping	DR Infrastructure, Offsite DR Replication	Offsite backup to disk	Offsite backup to object, tape
RTO	<1 minute	<15 minutes	2-24 hours	24-72 hours	72 hours +
RPO	<1 minute	<1 minute	<10 minutes	12-24 hours	1 week +
Technical Solution	Active/Active	Active/Passive	DRaaS	Backups	Backups





Thank you!