TechTalk
summits

2026

# Virtual Event
Prospectus

TechTalk Tuesday Series

Twice Monthly on the First and Third Tuesday

Theme: Embracing the Disruptive Force of Technology Innovation

TechTalk Tuesdays provide perspective from thought leaders and innovating companies on the emerging trends and topics in technology – from AI and generative AI, cloud maturity, data modernization, and true digital leadership.

Twice monthly, we bring together technology executives and innovators—leaders with proven track records of driving business convergence and delivering tangible outcomes at scale—with the professionals charged with making technology purchase decisions for the enterprise.
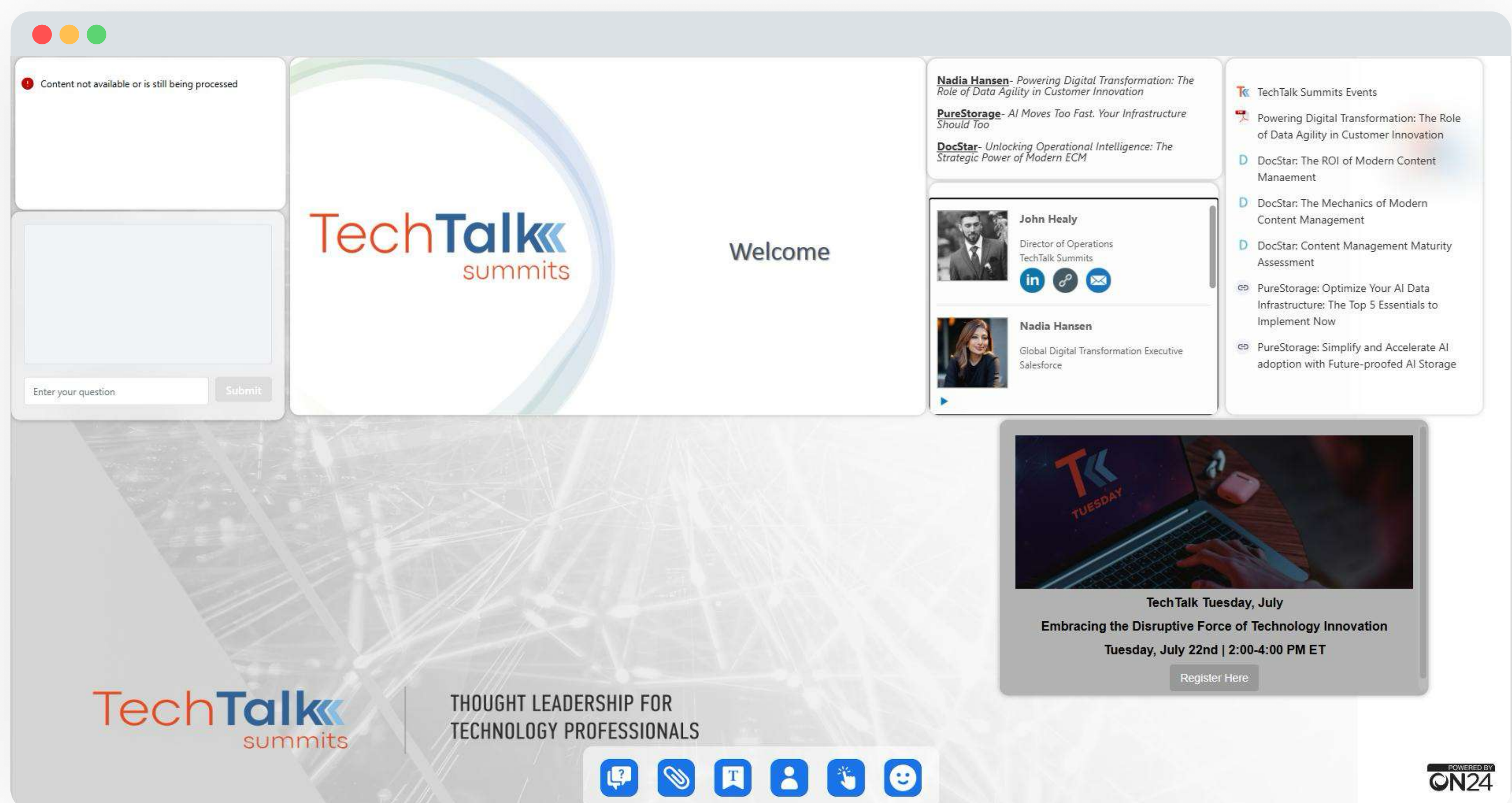
Lead by CIOs, CTOs, and transformative leaders who have:

- Deployed generative AI with measurable ROI
- Closed talent and security gaps while scaling innovation
- Aligned disconnected initiatives into coherent, high-velocity digital strategies
- Earned and retained C-suite and board confidence in technology as a growth engine

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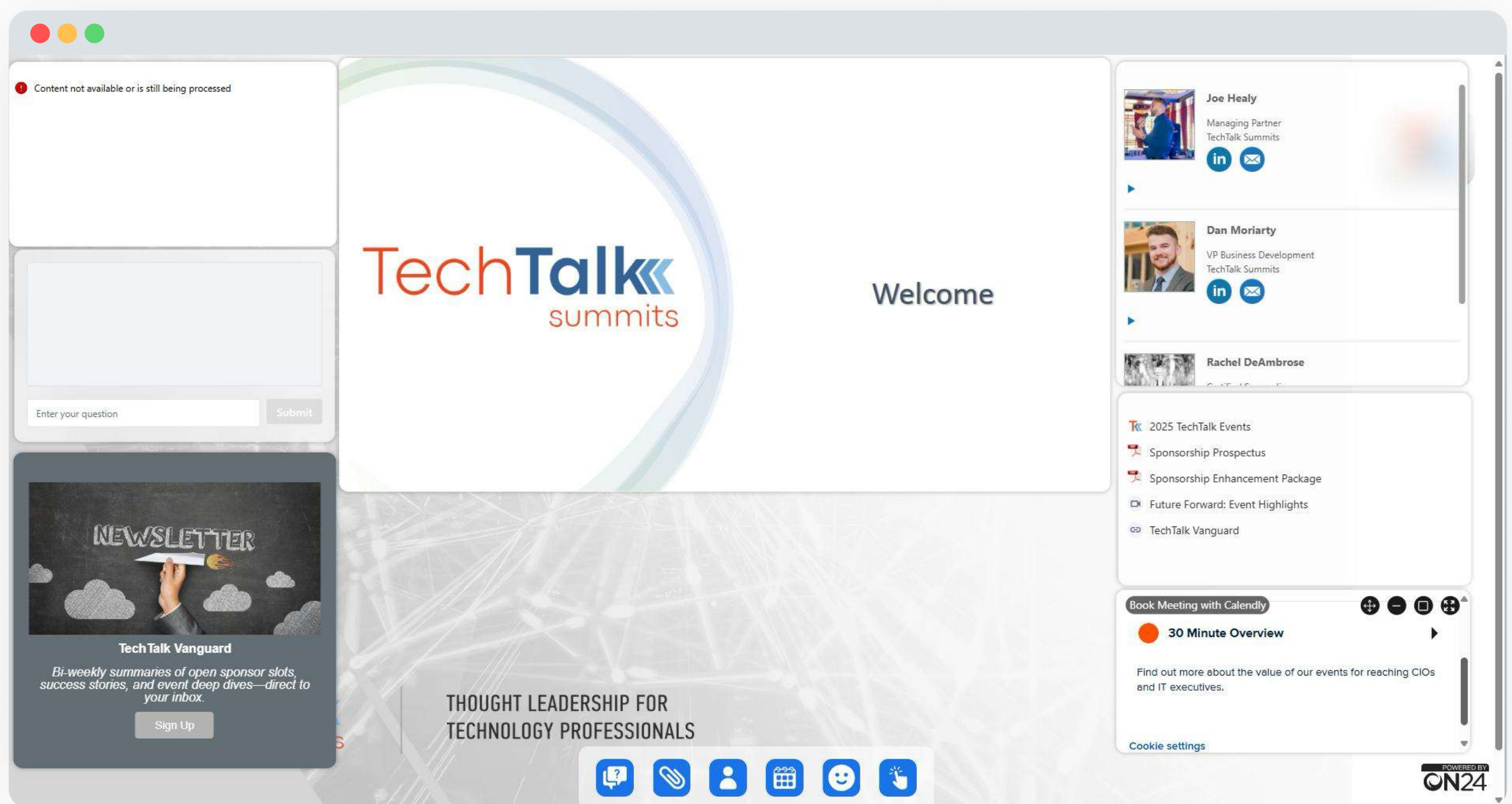
Marketing:

- Marketed nationally to both the US & Canada
- High-volume of Attendees: 200+ live attendees

CXO Keynote Speaker:

- Content updated monthly based around top-of-mind mission critical topics in technology

Multi-sponsor:

- 15-min pre-recorded presentation
- 5-min live Q&A - opportunity for sponsor representative to dial-in
- Submission of poll questions, seed questions, and downable resources

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TechTalk Tuesday Virtual Events
Deliverable Request Form

Checklist

Due ASAP (for event landing page)

- **Company Logo - JPG or PNG format, only**
- To ensure logo is proportional to landing page, please be sure logo touches all four edges of its container. A transparent logo file is highly recommended.

- **Company Abstract (350-character limit with spaces.)**
- **Company Website URL**
- **Speaker Headshot JPG or PNG format, only**
- **Speaker Name**
- **Speaker Title**
- **Title of Discussion**
- **Speaker Bio**
- **Speaker LinkedIn**

Due 3 BUSINESS days before event date - (for event console)

- **MP4 Presentation - 15-mins MAX.**
- We do not edit MP4 presentions

- **Assets**
- Anything you would like us to push for you i.e., white papers, case studies, data sheets, links to mailing lists, blog posts, free trials, etc.

- **2 Seed Questions for Q&A**

- **Q&A Speaker**
- Name, Title and Email Address (if different from main speaker)

- **One poll question - To be pushed to the audience prior to the start of the pre-recorded presentation complete with possible answers**
- This question should be a segue into the presentation and can provide a jump off point for the Q&A session.

Recording: MP4 Files
Requirements & Recommendations

MP4 Specifications

MP4 Technical Requirements:

- **File – 15-minutes max MP4 (.mp4)**
- Size of File Must Not Exceed 2Gb

- **Private virtual events – 45-minutes max MP4 recording**
- **Video Format – H.264/AVC VP6 * MPEG4-Visual codec is not supported.**

- **Audio Format – AAC, MP3**
- Bitrate – number of "bits per second" (bps) at which data in a video is being delivered. 1 Mbps/1000 kbps.
- Important: A CONSTANT bitrate is required for both the audio and video settings.

MP4 Recommendation:

Screencast-O-Matic is an easy to use screen capture that converts to mp4. We suggest making sure your company's firewalls allow it before recording.

In terms of best practices, here are a few suggestions:

- **PIP format – have your speaker visible on screen for at least a portion of the presentation**
- **Use slides without intricate diagrams and illustration**
- **Tell customer success stories**
- **WeTransfer is a great site for sending large files, such as your MP4**

Custom Virtual Events

TechTalk Summits custom virtual platform provides your company with a state-of- the-art virtual event opportunity.

Attendance to your event is driven via highly-focused integrated marketing campaigns to all of our resources nationally.

Our experienced event team assists you in all facets of format, execution and hosting based on your objectives and goals. Are you more specifically targeted? No problem. Provide us with your company and title filters and we'll market specifically to fit them.

Why not reach your ideal audience without going anywhere?

Audience Profile:

- All company sizes from SMB to Fortune 1000
- All vertical industries and titles
- Can be as specifically targeted as you want

Virtual events are designed as a one-hour-long case study with a customer or client.
Ideally you provide 45 minutes of content, followed by 15 minutes of Q&A. Your event will be introduced and supported by a TechTalk Summits host. Following the event we provide you with the registration/attendance list, as well as engagement statistics from your audience.
Ask us about the option to add a sommelier-hosted wine tasting or ambassador-led whiskey tasting.

Full Calendar

TechTalk Summits will create an event designed specifically to fit your audience, budget and goals – you decide, and we'll make it happen.

From focused topic and analyst events, to events with regional or global reach, designed for C-level executives or SMB audiences, our events team creates the experience that delivers the leads you need.

- **Marketed to your specified target accounts/company profiles, titles, region**
- **Lead guarantee provided based on specified marketing parameters**
- **Option for experiential add-ons, i.e. Sommelier, Whiskey Tasting, etc.**
- **Customized event format: roundtable, content/Q&A blend, customer case study, etc.**
- **Customized event landing page and marketing campaign(s) Post-event registration list with access to all registrant data Event remains on TechTalk on-demand listings**
- **All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name**
- **Hosting on TechTalk's custom virtual platform**

Customizable:

Choose add-ons or an array of activities to help boost attendance and engagement. Custom add-ons have included:

- Whiskey and Wine Tastings
- BBQ tutorial with prime meat cuts sent to all pre-registered attendees
- French Press tutorial & morning coffee

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Custom Virtual Event
Deliverable Request Form

Checklist

Due ASAP (for event landing page)

- Desired date we will confirm this with our calendar
- Desired time & time zone recommended time of 4 EST for national events
- Type of presentation - live, simu-live, simu-live with live Q&A
- Title of session
- Session Abstract
- Speaker bios & headshots - sent as .png or .jpg
- Hi-res logo - sent as .png or .jpg
- Company Abstract 350-character limit with spaces
- Speaker Bio
- Speaker LinkedIn

Once we have the above, we will build a landing page and send for your approval.

Due 3 BUSINESS days before event date (for event console)

- Prerecorded MP4 Presentation or Copy of .PPT slides show

- Assets
  - Anything you would like us to push for you i.e., white papers, case studies, data sheets, links to mailing lists, blog posts, free trials, etc.

- 2 Seed Questions for Q&A

- One poll question
  - To be pushed to the audience prior to the start of the pre-recorded presentation complete with possible answers (This is optional)

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Target Account List and/or Target Attendee Persona

Please include as much detail as you see fit, including:

- Target account URLs
- Target titles
- Target revenue parameters
- Employee headcount range
- Industry
- Geography

PLEASE NOTE:

Upon contract submission, an introduction will be made to the Deliverables Team from TechTalk.

At this time, the Team will provide the Sponsor with deadlines for event deliverables.

If deadlines are missed, materials on file from your most recent event will be used. Please send edited mp4 presentations, only. If recording is of poor quality or has dead air, it runs the risk of losing the audience and will not be played for the event.

If unedited mp4 is received by the Team and there is proper time for editing remaining (not guaranteed), a $500 editing fee will be invoiced after the event for third party fees.

Taking the time to review the mp4 before sending will ensure that you are not charged an additional fee and your presentation is not omitted for poor quality. Thank you!

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Sponsor Resources & Marketing Coordination

After sponsorship confirmation, Shaina, TechTalk Summits' Director of Events, will be introduced via email. Shaina will serve as your main point of contact for coordination and deliverables.

Shaina will share ready-to-use social media graphics, promotional copy, and email templates to help the sponsor's sales team invite their own accounts. TechTalk will also create a co-branded social post featuring the sponsor's speaker bio and headshot, shared on both TechTalk and sponsor channels.

> TechTalk <u>STRONGLY</u> encourages sponsors to share event collateral on their company LinkedIn and feature their participation on their website's events page to drive visibility.

TechTalk will provide:

- Ready-to-use social media graphics featuring your speaker bio and headshot, promotional copy, and email templates for your sales team to invite their accounts.

- TechTalk will amplify the event across our social channels, featuring your company logo and tagging your organization to increase visibility. All participating sponsors are included.

Recommendations for sponsors:

- Sponsors who engage with these posts are far more likely to stand out and maximize brand awareness, so please encourage your team to interact when the posts go live.

- Share event collateral on your company LinkedIn and feature participation on your website's events page to maximize visibility.

<u>Access our TechTalk Logos & Branding Kit for easy use of official resources.</u>