

# Webinars & Virtual Events

# 2020

## Event Marketing

# online events

**event 360°**  
organizers  
sponsors  
attendees

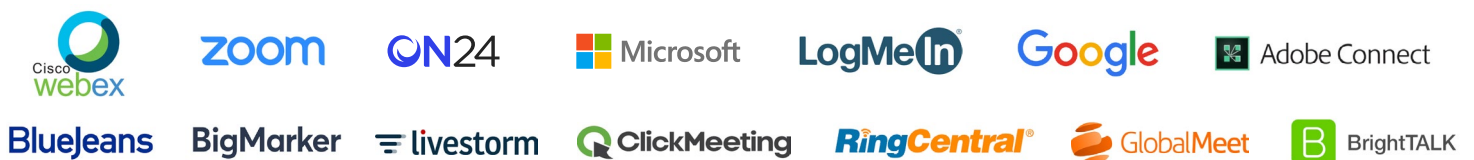
## webinars

- ✓ Live and on-demand
- ✓ Registrations and attendees
- ✓ Multi-part webinar series
- ✓ Worldwide time-zones for live webinars
- ✓ ABM and target market segmentation
- ✓ All levels of decision makers
- ✓ Integration with webinar software, MAP and CRM

## virtual events

- ✓ Large tradeshows and expos to smaller workshops and roundtables
- ✓ Promotions, registrations and engagement
- ✓ Interactive content with live and on-demand programming
- ✓ Content formats including streaming video with event and micro-sites
- ✓ Syndication to publishers and media networks
- ✓ Media partnerships
- ✓ Post-event feedback and ongoing engagement

## technology integrations

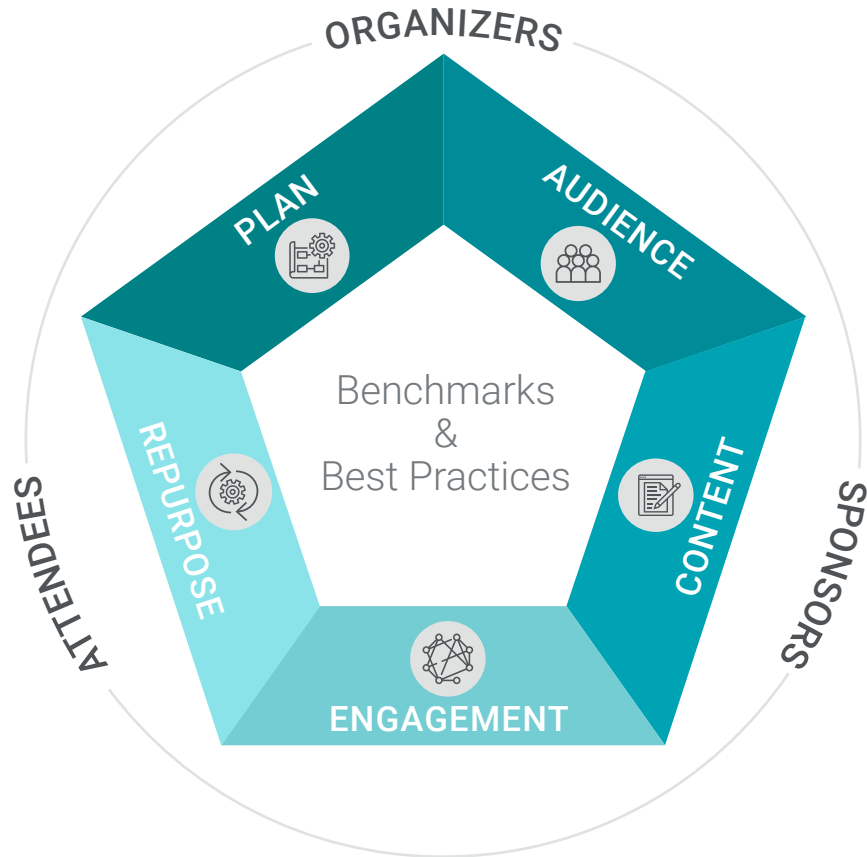


## multi-channel multi-touch engagement



Deck 7's Event Marketing 360° team provides companies with comprehensive solutions and customized services to create and deliver successful online and in-person events.

# DECK 7 PACER Framework for Online Events™



The Deck 7 PACER Framework for Online Events™ identifies the 5 key aspects to focus on for a successful online event: the plan, audience, content, engagement, and repurposing event assets.

The framework presents best practices and benchmarks for online events that have been developed from the collective learning and shared experiences of working with companies on some of their most innovative and successful online events over the past two decades.



*event marketers*



*field marketers*



*product marketers*



# DECK 7 client credentials

## testimonials

“ You made a real difference. There was very little time before the webinar but thanks for getting this going so quickly. Your team makes my job easier.

**Kathryn McDonagh**  
Head of EMEA Marketing | SAP Sales Cloud

“ ...we really appreciate the improvements your team have made. We have seen an uptick in live viewerships. I do appreciate this – you guys are the best!

**Kristen Huber**  
Senior Manager, Go2Market | 451 Research

“ The Deck 7 team is very impressive, and will help me immensely as I convey your/our value proposition. Your hard work has helped us through many successful campaigns. And over time, we have grown together!

**Kevin Nolan**  
Senior Director, Strategic Accounts | LightReading

“ We appreciate our partnership and look forward to an exciting year.

**Kiran Shah**  
Global Head, Professional Services | S&P Global

## clients



## who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300 marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

## what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on Deck 7 for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use Deck 7 experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120 countries.

Deck 7, Inc.  
[www.deck7.io](http://www.deck7.io)

# DECK<sup>7</sup>