

# TECHNOLOGY DAY

YOUR OWN BESPOKE  
TECHNOLOGY EVENT!

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VIEWPOINT ANALYSIS

# TECHNOLOGY DAY

## YOUR OWN BESPOKE TECH EVENT

The trouble with technology conferences is that they are **built for everyone apart from you, your business, and your specific needs**. The Viewpoint Analysis Technology Day turns this on its head - we build it just for you. A bespoke event where the vendors only address **your** needs and challenges.

The Technology Day is truly bespoke to you. What do we mean by that? Well...

### **WHATEVER YOUR NEED...**

We start with your need - whatever you are looking to achieve, we build the event to address it specifically. Whether you are looking for new technology ideas to inspire your direct reports; an intimate technology briefing for your executive leadership team or a technology conference for your entire business, we can make it happen.

### **WHEREVER YOU WANT IT...**

The Technology Day can be hosted in the format that works best for you and your team. If your attendees are geographically spread, we can host a remote session. If you value keeping your team together on site, we'll bring the vendors to you. If you want an offsite in an appropriate executive meeting room or a ballroom - that's great, we can do that too!

### **NO MATTER WHAT SIZE...**

Your need will drive the audience numbers, but so will the size and shape of your company. From an intimate briefing for your CEO so that he or she can hear the technology options that you believe could change the trajectory of their business, to a multiple-day offsite to inspire your department, with hundreds of attendees, You get to choose.

### **THE VENDORS YOU NEED TO SEE...**

From the largest and most successful technology companies, to those that are leading in your industry niche. From the cool 'up-and-comers' to the heavyweights. We will do our very best to bring the right vendors to your event. Businesses that can change your team, department, company and your industry.



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### HOW IT WORKS...

- It all starts with an initial conversation so that we can understand what the Technology Day means to you and what you want to achieve. Once we know what you are aiming for, we can then build our initial viewpoint for how it might look, how it might run, who might attend, and how much it might cost.
- When you are happy with the plan, we then turn our attention to gaining the interest of the stars of your show, the technology vendors. Maybe you have a list of companies that you really need to attend, or maybe you are looking for our opinion (or a mixture of the two). It can be on a theme (e.g. data tech) or not.
- We will write up a briefing document in vendor-friendly language so that they know why we would like them to take part and what's in it for them. We will then take responsibility for the initial vendor outreach, using our extensive vendor connections to shortcut the process wherever possible.
- We prepare invitations. Manage calendars. Book venues. Arrange for the appropriate equipment. The only thing you and your team need to do is to ensure the right team members attend the event. Then you just need to sit back and listen to how technology can transform your business.

### WHO IT WORKS FOR...

The Technology Day has many uses and therefore many different roles work with us. It all depends on what the individual is looking to drive out of the engagement. Roles include but are not limited to:

- CIO and Chief Digital Officer
- Chief Technology Officer
- Chief Executive
- Transformation or Strategy Director
- Department Director (e.g. Finance Director / HR Director / Marketing Dir)
- Directors/Head of Enterprise Architecture



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### COMMERCIALS...

The Technology Day is bespoke to you and your needs and therefore the costs fluctuate depending upon a number of factors. Events start at just £5,000 +VAT.

Costs vary depending upon the size of the event (number of technology vendors in attendance), length of the event (e.g. multiple days), and external requirements such as AV equipment, venue hire, and catering.

### Who Are Viewpoint Analysis?

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Matchmaker Service**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment - The Rapid RFI**

Our Rapid RFI (RRFI) connects your business requirement with the technology vendors who can satisfy it. A super quick and professional way to run an initial market assessment ahead of a selection process.

- **Vendor Selection - The Rapid RFP**

Our 'Rapid RFP' - is for customers who want to run an RFP process but want to make a quick decision. The RRFP, like the RRFI, moves the effort to our team. We streamline the process to ensure you can quickly find your ideal partner and get on with delivering for the business in weeks, not months....



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