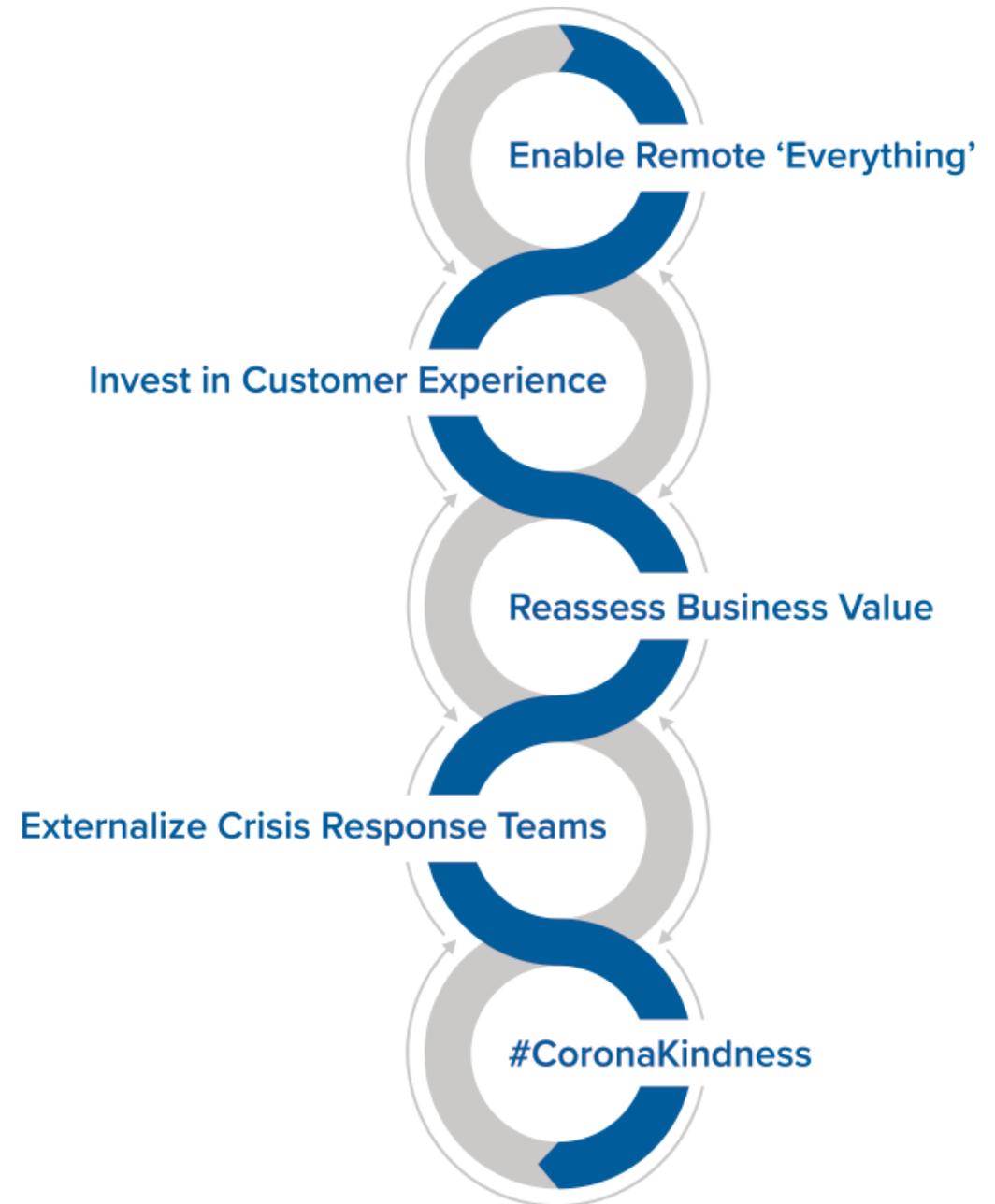# Supporting Business
in Times of Crisis

Immediate IDC Recommendations

With the coronavirus continuing to impact businesses across industries, IDC remains committed to helping our clients to reach their target audience.

Despite the unprecedented situation, we believe this is an opportunity to help your customers with their challenges.

Enable Remote 'Everything'

Invest in Customer Experience

Reassess Business Value

Externalize Crisis Response Teams

#CoronaKindness

IDC | ANALYZE THE FUTURE

How IDC Can Help You

Custom Research on Selected Technology Markets

Virtual Strategy and Sales Enablement Workshops

Online Webinars and Content Marketing

Planning, Support and Business Development Campaings

IDC Approach

Credibility: Gaining a new, independent perspective adds value to your business.

Objective: Third-party, objective research delivers credible messages to your audience.

Authority: Reinforce your position as thought leaders in your industry.

Trust: Become a trusted advisor by providing relevant, actionable analysis and recommendations.

Story: Tell your story with research and content that engages and educates.

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Virtual Events

Digital Outreach Campaign

IDC develops compelling digital campaigns that engage your target audience and drive actions that move your prospects and customers along the buying cycle.

IDC strongly believes that, to maximize the client's return on investment, events should be a central component of an overall marketing campaign that includes:

- IDC Webinars or IDC Virtual Roundtables
- Content delivered pre- and post-event
- A well-planned follow-up program

1 Content and landing page

2 Communication and social media outreach Pre-event survey created to gain customer insights

3 IDC Webinar or Virtual Roundtable

4 Post-event content - IDC Topline blogs

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Webinars

Format: Live/on-demand (live audience, recording, and on-demand).

Length: 30- to 45-minute interactive session (IDC analyst and one or two speakers coordinated by the client).

Timeline: 6–8 weeks.

Audience: IT decisionmakers.

Virtual Roundtables

Format: Live debate and discussion.

Length: 90 minutes Timeline: 6–8 weeks.

Audience: Handpicked, limited group of C-level and senior ITDMs.

Content: Customized content, themes, and messages proposed by IDC analysts.

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Virtual Events

IDC Research
IDC Lead Analyst

Targeted Audience
IDC End-User Community

Live Interaction
Panel Moderation

Post-Event Report
IDC Blog

Contact Us

More on COVID-19

Contact us here

Folow us to stay updated