

Proqis

Proqis

Virtual Conferences | Managed Webinars | Content Marketing to  
1.8M Digital Transformation, AI & Operational Excellence Executives

The World's Premier Executive-level Platform With Unrivalled Reach To  
A Highly Engaged Digital Transformation & Operational Excellence Audience.



Thought Leadership



Lead Generation



Brand Visibility

## Access

With over 1.8M executives receiving and over 100,000+ following us on our social channels, and 247,000 visiting our platforms each month, and growing fast. We have unrivalled senior-level reach to a highly engage Digital Transformation & Operational Excellence audience.

# Our Audience


## Growth

43%


growth in visitors just in the last quarter.




## Key Statistics




**885,000**  
Subscribers




**57,000**  
Monthly Visitors



**3.16**  
Average Pages per Visit

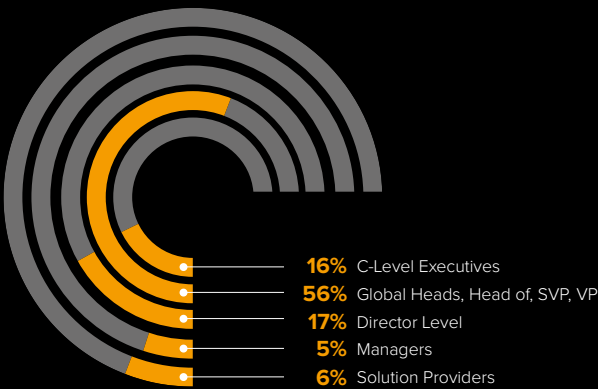


**65,095**  
Social Media Followers

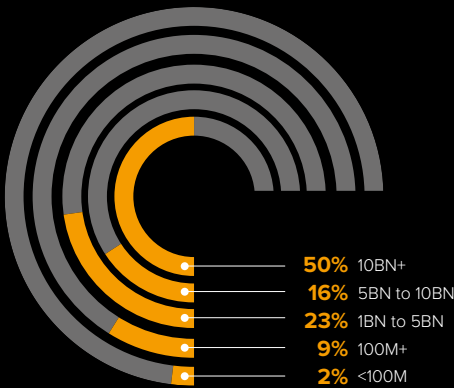


**6:28**  
Average Visit Duration

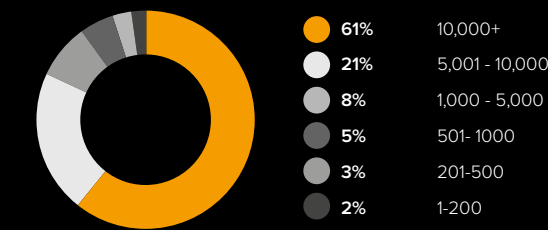
## Seniority



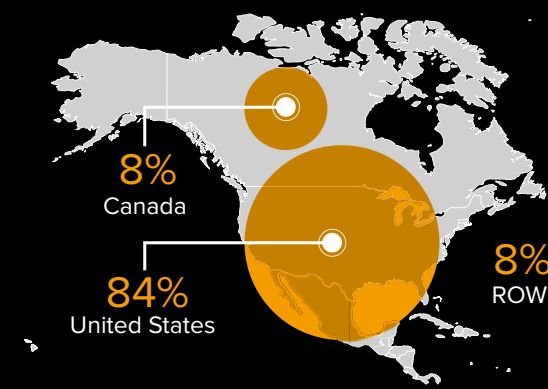
## Company Revenue





## # of Employees



## Geography



## Industry

 <p><b>9%</b> Hospitals &amp; Healthcare</p>	 <p><b>9%</b> Financial Services</p>	 <p><b>9%</b> Retail &amp; Consumer Products</p>
 <p><b>8%</b> Chemicals &amp; Pharmaceuticals</p>	 <p><b>7%</b> Internet &amp; Technology</p>	 <p><b>7%</b> Utilities &amp; Energy</p>
 <p><b>6%</b> Logistics</p>	 <p><b>6%</b> Automotive</p>	 <p><b>6%</b> Construction</p>
 <p><b>5%</b> Aerospace &amp; Defense</p>	 <p><b>4%</b> Telecoms</p>	 <p><b>4%</b> Government</p>
 <p><b>4%</b> Hospitality &amp; Travel</p>	 <p><b>4%</b> Medical Devices</p>	 <p><b>3%</b> Agriculture</p>
 <p><b>3%</b> Professional Services</p>	 <p><b>3%</b> Real Estate</p>	 <p><b>3%</b> Education</p>

# Who Are We?

Proqis is the content creation and digital arm of Proqis (A division of Global Media Research Ltd). As well as our core conference business, which creates BTOES.com, the premier annual gatherings of Business Transformation, Digital Transformation, Innovation & Operational Excellence industry leaders & senior-executives. Proqis owns BTOES Insights an online content platform for Digital Transformation & Operational Excellence professionals. With exclusive content specifically targeted at answering the most pressing issues currently being faced by senior professionals involved in continuous improvement, across all industries.



# The Opportunities

We generate you highly engaged, sales ready, prioritized leads.

We do this by providing you with innovative thought leadership and brand visibility opportunities, allowing you to deliver your message directly and with open dialogue; cutting across an increasingly noisy & confusing landscape, that can test even the best marketers.

# The Opportunities

## Custom Virtual Event Creation & Audience Acquisition.

We understand the role content exceptional events play in establishing a strong bond to retain existing relationships and build new ones. Our team doesn't just understand events. We live and breathe them.

The world's leading software companies and consultancies understand that our unique abilities lie in **robust market leading agenda production, comprehensive event marketing mastery, and years of event execution experience**, which means we build you world-class events, and drive event attendance like no one else, that allow you to build lasting relationships and create new customers in the most effective way online.

We consistently work with Fortune 1000s technology companies to accelerate their marketing programs. Collectively, as a team we have worked on 1000s of market leading events; from building our own, to helping technology and consultancy firms build theirs.

Where required we can also provide pure Audience Acquisition Custom Event Marketing services. Where can accelerate your acquisition of targeted hyper-personalized attendees for your proprietary events through our highly engaged network of senior executives, We do this by creating holistic, end-to-end, multi-touch campaigns that can include dedicated email campaigns, press releases, newsletter features, SMS, postcard mailing, social media publishing, re-targeting, PPC and telemarketing. In short, we know how to cut through the noise to accelerate your message to market.

# The Opportunities

## Virtual Conferences.

We can deliver your message to a deeply qualified, prioritized audience, while creating an open dialogue with new prospects looking to solve pressing challenges & accelerate their buying cycles. These conferences will position your organization as a thought leader to your target audience live online. After the conference you can then prioritize sales ready leads based on behavioral interaction data.

Our virtual conferences are marketed via a comprehensive marketing campaign, to our entire subscriber base, and give you the opportunity to speak directly to our audience in a two way conversation to drive deep engagement with decision makers who are highly receptive to your solutions.

This is further supported by an OnDemand campaign in month 2.

Each virtual conference is forecasted to attract an audience of up to **2000 highly targeted** senior management that you want to access. Our unique database of over **885,000 subscribers** will be comprehensively marketed to during a specific campaign, and will include dedicated campaigns involving email, postcard, sms, premium newsletter visibility, social publishing to **65,000+ social followers**, blog features and much more...

As part of our marketing campaign each presenter would write a blog article detailing the key elements of their presentation. Post conference, we would add in the OnDemand Presentation to each respective blog article, which will allow for presentation viewing on our platform with any questions directly being emailed to the presenter. As part of this, we would create a dedicated authority page,

containing 50 words summaries of each article, with links to the respective blog articles, and a SEO Topic Cluster, to fuel the acceleration of Organic Search (Highly recommended by Google). This authority page and respective blog articles will continue to drive organic search traffic for years to come, and blog articles will be re-posted once, including social publishing during the course of the year, and can reappear in our newsletter to 885,000 subscribers.

### See our list of just some of our Virtual Conferences below

- RPA & Intelligent Automation Live
- iBPM Live
- Enterprise Architecture Live
- BTOES in Financial Services Live
- BTOES in Oil & Gas Live
- Digital Process Automation Live
- Process Mining Live
- BTOES Health Live
- HyperAutomation Live
- RelmagedHR Live
- Digital Transformation Workplace Live
- Supply Chain Planning Live
- Shared Services Live
- IT Infrastructure & Cloud Strategies Live
- Design Thinking Live
- Customer Experience Excellence Live
- BTOES Live

[Click here to view the complete forward schedule](#)

Click here to view our forward schedule and virtual conference event sites. Under "Format" select Virtual Conferences, and then click the event name to visit the event site.

### Features

- 100% Free to Attend
- Forecast: Up to 2000 Attendees
- Attendee contact and behavioural data gathered
- Accessible On Demand Throughout The Year

### Format

- 3 Day Conference
- 4 Speaker Sessions Per Day
- 6 Industry Experts
- 6 Progressive Senior-Level Practitioner Speakers

### Daily Session Times

- 9.00am ET
- 10.00am ET
- 11.00am ET
- 12.00pm ET

### Benefits

- Up to 2000 Marketing Qualified Leads
- Open Dialogue With New Prospects
- Sales Ready Leads Identified via Behavioural Data
- Thought Leadership
- Extensive Brand Visibility

# The Opportunities

## Private Invitation Roundtables.

Exclusively host and engage in a video meeting with a pre-qualified, prioritized audience, who are coming together to discuss pressing challenges & accelerate their buying cycles aligned with your solutions, in a virtual exchange format though peer-to-peer brainstorming. This will position your organization as an industry thought leader and allow you to drive deep engagement with decision makers who are highly receptive to your solutions.

The session will be hosted through an online virtual meeting room, and your role would include moderating and facilitating the discussion, as well as guiding the conversation with a set of questions generated ahead of the meeting. These questions will be shaped by our advanced audience profiling that takes place ahead of the meeting, which will highlight the most pressing challenges the audience is looking to solve.

Your virtual meeting would be marketed via a full spectrum marketing campaign, including dedicated email, to a precise audience filter of the right people in the right companies from our subscriber base, and then they will be further pre-qualified based on your criteria before they are accepted into the meeting.

As an additional benefit, a full analysis of the meeting dialogue can be done to create a report featuring key takeaways, further highlighting your expertise. We would then publish this on our leading content platform to additional leads.

This includes creating a blog, CTAs and landing page, to download the report, driving you ongoing leads. We will further promote this via social publishing to all our social channels, including spots in our newsletter sent to over 885,000 subscribers.

## Managed Webinar Campaigns.

We create fully managed webinar programmes that position you as a thought leader and drive deep engagement with the right receptive decision makers.

Our webinar programs include full scale management, marketing, registration and post-event wrap up reports.

Not only do we help create a compelling webinar presentation we design a campaign utilising our network of influencers, social communities and publishing platforms. We then overlay these elements with a dedicated email program, and series of dedicated blog posts, including a newsletter feature.

## Advertising.

Advertise on BTOES Insights Home Page with global placement that will appear across all Blog pages on the entire platform.

Monthly Newsletter - Entire Newsletter Sponsorship - Sent to more than 885,000 people, newsletters are an effective, direct-channel to reach senior Business Transformation & Operational Excellence decision makers.

Full Page Advertisement in the quarterly 'The Global State of Operational Excellence - Critical Challenges & Future Trends Survey Report.



# The Opportunities

## Content Marketing / Lead Generation Campaigns.

We take the great content you have already created and push it out via a comprehensive marketing campaign, dedicated email, to a precise audience filter of the right people in the right companies from our subscriber base, who are looking for your solutions. We create and manage the whole production including the CTAs, best-in-class landing page design to your premium content piece to drive leads.

**Content examples include:**

- White Papers
- Self Run Webinars
- Podcasts
- eBooks
- Research Reports
- Videos.

**Click here** to view our research report landing page, which achieved a 58.1% conversion and over 15951 downloads which is exceptional.

**Click here** to view a Microsoft Slide Deck landing page, which achieved a 86.4% conversion.

**Click here** to view a Nextra Case Study landing page, which achieved a 71.1% conversion.

**Click here** to view a Kepner Tregoe Whitepaper landing page, which achieved a 67.67% conversion.

**Click here** to view a Signavio Whitepaper landing page, which achieved a 54.55% conversion.

The results speak for themselves. We use best-in-class technology (Hubspot Enterprise Growth Platform), to power our content delivery strategy including landing pages, blogs, social publishing, newsletters, and dedicated emails, as well as providing you with numerous selection criteria, and 100s of contact property data points.

On top of this our Content Led Email Campaign conversion rate average at.

- 18.9% Total Opens
- 22.1% Click-to-Open Rate

## Lead Nurturing.

With all content-led lead generation campaigns, you have the option to take it to the next level, where we can nurture your leads down the funnel with a sophisticated workflow strategy in Hubspot. This involves presenting more refined MOF & BOF content pieces leading to a software demo or free consultation booking CTA.

## Partnership - Drive Registrations For Your Training Courses.

Do you or your organisation have a strong pedigree and track record of producing world-class training for your clients? Is it best-in-class in your industry, and can you offer it as virtual instructor-led training or have you produced best-in-class online self-paced training course products?

If so we can help you drive registrations on a revenue share basis for your region.

We are looking to partner with best-in-breed, vetted training course providers, and put our comprehensive marketing reach behind them, to drive course registrations and revenue, via our new Proqis Training Institute Platform.

We look to select and establish partnerships with a limited number of exceptional training providers per topic, per region, per timezone, across the world, especially those with a strong focus in North America.

**Click here** to apply to become one our **training course partners**.

# Our Clients



# A Selection Of Our Subscribers



# Advertising Online Specs

## Ad Position

### Newsletter Premium Positions

(Width x Height)

600 x 350px

### BTOES Insights Right Hand Column

(Width x Height)

300 x 300px

504 x 672px

### BTOES Insights Within Blog Articles

(Width x Height)

300 x 300px

Max File Size

60KB

Accepted Formats

GIF, JPEG, PNG, HTML5, 3rd Party Creative

Tags

### Survey Report Full Page Advertisement

(Width x Height)

210 x 297mm, 3mm bleed on all sides.





# Investment & Product Deliverables

PRODUCT	PRODUCT DELIVERABLES	INVESTMENT
<b>VIRTUAL CONFERENCES</b>		
Virtual Conference Sponsor Partner	1 x 45-minute Presentation Slot; Multimedia marketing campaign; Detailed analytics & behavioural report for all participants, OnDemand access c/w month 2 marketing campaign – up to 2000+ attendees	\$15,000 per presentation slot, per event. Multi-event & Multi-slot discounts available.
<b>CONTENT MARKETING</b>		
Fully Managed Bespoke Webinar Campaign	1 x 60-minute Fully Managed Webinar; Full technology & webinar management provision and support; Detailed analytics & behavioural report for all participants, OnDemand access c/w month 2 marketing campaign	\$15,000 per single webinar campaign. Multi-campaign discounts available
Premium Content Marketing   Lead Generation Dedicated Email Campaign To Filtered Audience	We take your White Paper, Recorded Webinar, eBook, Research Report or other premium content piece. You provide us with a header & exclusive text for the email. You select the 10,000 individuals you want, from our 485,000-subscriber database. We develop a best-in-class landing page and dedicated email template, and then start the email campaign. We collate the data & send all download info to you at 1 week, 2 weeks and 1-month post email delivery.	\$12,000 per single email campaign to 10,000 contacts; \$50c per additional contact in the same campaign. Multi-campaign discounts available
Blog   CTAs   Landing Page   Social Publishing   Newsletter Premium Feature	A 500 to 2100-word article on our leading content platform to highlight your expertise and thought leadership, supported by a premium content piece to drive leads. This includes CTA placements to a landing page to drive leads, social publishing to all our social channels, and a premium spot in our Newsletter sent to over 485,000 subscribers. We create and manage the whole production.	\$12,000 per campaign. Multi-campaign discounts available
Double Page Article & Full Page Ad in the quarterly updated The Global State of Operational Excellence - Critical Challenges & Future Trends Survey Report.	Publish your latest thinking, with a Double Page Article, within the industry leading research report, the most comprehensive and widely read report in the ecosystem. Includes a Full Page Advertisement as part of a double page spread.	\$5,000 per Article. Multi-article discounts available



# Investment & Product Deliverables

PRODUCT	PRODUCT DELIVERABLES	INVESTMENT
<b>BESPOKE CONTENT CREATION</b>		
Surveys   Bespoke Content Creation   Comprehensive Marketing Campaign	We create whitepapers and research reports powered by survey based research to our subscriber base. This is without doubt the most effective tool for lead generation. This is followed by a comprehensive 12-month marketing campaign to maximize downloads and drive you live leads. Including: A dedicated email campaign; Social publishing to all our social channels; A premium spot in our Newsletter sent to over 485,000 subscribers; 12 articles, one per month, featuring an aspect of the research report includes CTA placements to a landing page to the bespoke content piece to drive leads. And then creating a dedicated authority page, with summaries of each article, linked to the respective articles, and a SEO Topic Cluster, to fuel the acceleration of Organic Search (Highly recommended by Google)	\$75,000
Sophisticated Lead Nurturing Workflows	Take it to the next level, where we can nurture your leads down the funnel with a sophisticated workflow strategy in HubSpot including presenting more refined content pieces leading to a demo or appointment booking CTA.	\$15,000 per single campaign. Multi-campaign discounts available
Custom Virtual or In-Person Event Creation & Audience Acquisition	Dependent on the scope of the project this can include topic validation and research, agenda creation, speaker acquisition, event site creation, audience acquisition, including dedicated email campaigns, newsletter features, SMS, postcard mailing, social media publishing, re-targeting, PPC and telemarketing, and fully managed event execution.	Pricing dependent on scope.
<b>ADVERTISING</b>		
Monthly BTOES Newsletter Advertisement	Premium Position - Sent to more than 485,000 subscribers, newsletters are an effective, direct-channel to reach senior Business Transformation & Operational Excellence decision makers.	\$5,000 per advertisement. Multi-advertisement discounts available
BTOES Insights Home Page Website Advertising - Right Hand Column	Premium positioning in the Right-Hand Column, with global placement that will appear across all blog pages on the entire platform.	\$25,000 per annum or \$125 CPM minimum 30,000 impressions
BTOES Insights Home Page inter-dispersed with featured blogs	Your advertisement graphic is featured and inter-dispersed on the BTOES Insights Home Page within the 3 column displays of blogs articles.	\$25,000 per annum or \$125 CPM minimum 30,000 impressions

The Proqis logo is located in the top left corner. It features the word "Proqis" in a white, sans-serif font. A small orange dot is positioned above the letter 'i'. To the right of the text is a thick, vertical orange bar that extends downwards.

**Proqis**

# ProqisDigital

Virtual Conferences | Content Marketing | Original Research

## Contact Us

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Proqis Digital is division of Global Media  
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