

Proqis

ProqisDigital

Virtual Conferences | Content Marketing | Original Research

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



Thought Leadership



Lead Generation



Brand Visibility

Access

With over 278,000 executives receiving our monthly newsletters, and over 65,000 following us on our social channels, and 57,000 visiting our content platform each month, and growing fast. We have unrivalled senior-level reach to a highly engaged Business Transformation & Operational Excellence audience.

Our Audience


Growth


43%


growth in visitors just in the last quarter.





Key Statistics

**278,000**
Subscribers

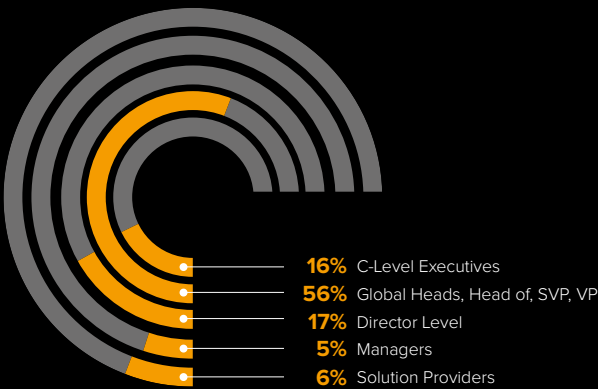
**57,000**
Monthly Visitors

**3.16**
Average Pages per Visit

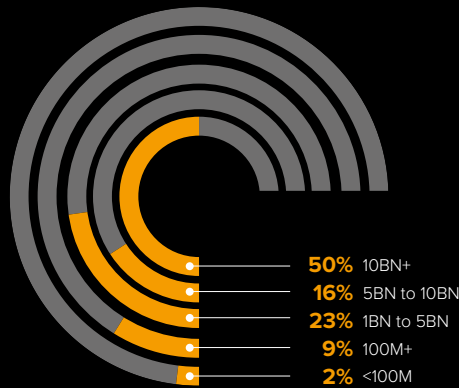
**65,095**
Social Media Followers

**6:28**
Average Visit Duration

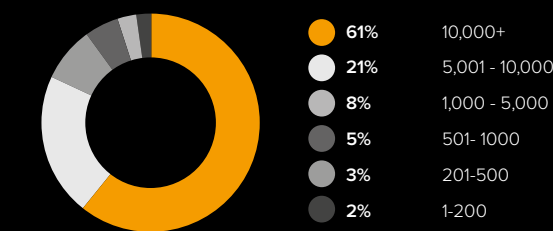
Seniority



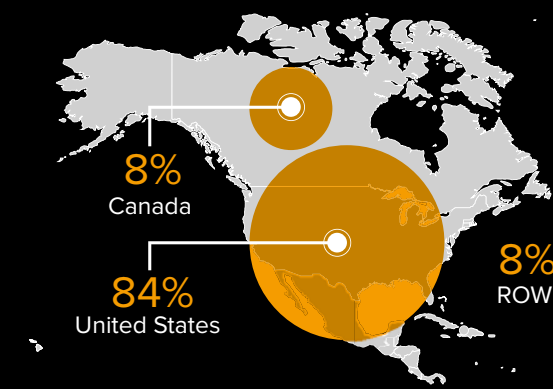
Company Revenue


















of Employees



Geography



Industry

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

Who Are We?

Proqis Digital 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, the premier annual gathering of Business Transformation & Operational Excellence industry leaders & senior-executives. Proqis owns BTOES Insights an online content platform for Business 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, deeply qualified, sales ready, high quality, 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

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 **278,000 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 278,000 subscribers.

See our list of just some of our Virtual Conferences below

- BTOES RPA & Intelligent Automation Live
- BTOES iBPM Live
- BTOES Enterprise Architecture Live
- BTOES in Financial Services Live
- BTOES in Oil & Gas Live
- BTOES Cultural Transformation Live
- BTOES Process Mining Live
- BTOES Health Live
- BTOES Enterprise Agile Planning
- BTOES Data Analytics Live
- BTOES RelmagineHR Live
- BTOES Digital Transformation Workplace Live
- BTOES Supply Chain Planning Live
- BTOES Shared Services Live
- BTOES IT Infrastructure & Cloud Strategies Live
- BTOES Design Thinking Live
- BTOES 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

BTOES From Home a 360° Virtual Conference Experience.

NETWORKING | MEETINGS | CONTENT

Bring The Human Connection to The Virtual Event Experience

"BTOES From Home" Is the Premier Cross-Industry Gathering of Business Transformation & Operational Excellence Industry Leaders & Senior-Executives.

Platform Designed to Deliver You More Meetings Per Spend

"BTOES From Home" virtual event platform goal is to deliver you more meetings per spend than BTOES in-person. Our virtual platform is specifically designed to accelerate exhibitor lead generation and sales efficiency.

Thought Leadership

- Speaking Session where your team can interact with session attendees, engage in Q&A, and can publish live polls.
- Lead a Virtual Interactive Discussion Groups - bringing you together with respective decision makers to discuss their greatest challenges.

Virtual Exhibitor Booth

- Proof of Value Video AutoPlay.
- Attendees can schedule one-2-one video calls with your sales reps with super easy online appointment scheduling.
- You can control who meetings are assigned to.
- Receive notifications when a call is starting. Available on web and mobile.
- Showcase social media links, products, sessions, team members, documents and presentations.
- Attendees can request a quote, chat with a sales rep, or complete a customizable form.

Real-Time Analytics & Attendee Data - Complimentary

- Dedicated Exhibitor Portal with full control of your booth and sales rep access levels.
- You can export your leads at any time as an Excel file, you are in control.
- Follow your ROI with real-time analytics in your portal.
- Receive a list of all attendees in your session.
- Analytics on all interaction points e.g. document downloads.
- Volume of leads by rating.
- Lead source tracking (for all your sales reps, meetings with, meeting requests, video requests, chats, connection requests etc) all in one location.
- Measure team performance.

Passes

- 10 Vendor Passes
- 10 Client / Prospect Delegates Passes

Branding

- Logos featured in email campaigns to 278,000 decision makers.
- Event hero Image with your logo on it showing the main townhall page.
- Your logo feature on the main town hall page.
- Sponsor Listing (Ordered by Sponsor Level).

Product Marketplace

- The products you want to promote at the event featured in the product market place.

Networking & AI matchmaking

- Use AI matchmaking to connect with the right businesses
- Advanced Attendee Search Functionality.
- Score, tag & write notes on connected attendees to follow up with.
- Lobby bar open all day
- See a list of attendees in your sessions and product demos for easy networking.
- Speed-networking, time boxed chats means you'll not miss a chance to make new connections.

Investment: Normally: \$35,000. Special Offer: \$10,000

The Opportunities

BTOES From Home a 360° Virtual Conference Experience.

ADD-ONS		
Product Demo Sessions	Product Demo Sessions with Live Q&A and Polling. See a list of attendees in your session for immediate easy networking.	\$1500
Dedicated Production Demo Track	(Only 2 available) Can Add Unlimited Product Demo Sessions	\$10,000
Push Notifications	Send push notifications to targeted attendees and groups.	\$500
Video Advertising Pre-Sessions	5 Slots	\$5000
Hero Right Hand Column Banner Ad	Complete 1 Day Domination	\$1750
Hero Right Hand Column Banner Ad	Complete Entire Event Domination Format: Width: 1080 x 1920 PNG or JPEG - The ad will also pop-up when attendees first open the website or mobile app.	\$4500

The Opportunities

Virtual Think Tanks & Interactive Discussion Forums.

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 through 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 278,000 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 278,000 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**.

The Opportunities

Surveys | Bespoke Content Creation | Reach.

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.

Click here to see the standard of the research report we create for ourselves which is the most comprehensive study of critical challenges and future trends within Operational Excellence. We can create something bespoke for you.

By uncovering the challenges your customers face, you can effectively create a marketing asset that can be thematically linked to your company's mission.

Not only do we create a compelling hero piece based on proprietary research 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, and an authority page to drive SEO.

Creating the right premium asset and partner to match your objectives is so critical to this success.

We believe survey-based research is the most effective way to engage your prospects, and help your teams win new business.

We will conduct a comprehensive 12 month marketing campaign to maximize downloads and drive you live leads to our subscriber base.

This includes

- A dedicated email campaign to our subscriber base.
- Social publishing to all our social channels
- A premium spot in our Newsletter sent to over 278,000 subscribers.
- Publishing 12 articles, one per month, featuring an aspect of the research report includes CTA placements to a landing page to drive leads Click here to see an example
- 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).

Click here to view an example of a Research Report Authority Page.

Click here to view an example of a Awards Case-Studies Authority Page.

Editorial. Social Publishing. Newsletter Feature.

Highlight your expertise and thought leadership, by publishing your latest thinking in a 500 to 2100 word article on our leading content platform, 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 278,000 subscribers.

Click here to view an example of a blog. This blog just via social publishing and organic search has received over 5614 views and 7 minutes of average page view time

We create and manage the whole production. After the campaign the article will continue to drive organic search traffic for years to come, and we will re-post, including social publishing during the course of the year, and will reappear in our newsletter to 278,000 subscribers.

Authority Page (Pillar Page). Publish 12 articles linked to your premier content piece, and we will create 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). 80% of decision makers prefer to get company information in a series of relevant articles.

Click here to view an example of a Research Report Authority Page.

Click here to view an example of a Awards Case-Studies Authority Page.

Publish your latest thinking within our quarterly updated industry leading research report, the most comprehensive study of critical challenges and future trends within Operational Excellence. Includes a Full Page Advertisement.

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.

Editorial Calendar

JANUARY 2020



Newsletter



The Global State of Operational Excellence Report

FEBRUARY 2020



Newsletter

MARCH 2020



Newsletter

APRIL 2020



Newsletter



The Global State of Operational Excellence Report

MAY 2020



Newsletter

JUNE 2020



Newsletter



BTOES RPA & Intelligent Automation Live
June 9-11, 2020



BTOES iBPM Live
June 23-25, 2020

JULY 2020



Newsletter



The Global State of Operational Excellence Report



BTOES Enterprise Architecture Live
July 14-16, 2020



BTOES in Financial Services Live
July 28 -30, 2020

AUGUST 2020



Newsletter



BTOES in Oil & Gas Live
August 4-6, 2020



BTOES Cultural Transformation Live
August 25-27, 2020

SEPTEMBER 2020



Newsletter

OCTOBER 2020



Newsletter



The Global State of Operational Excellence Report

NOVEMBER 2020



Newsletter

DECEMBER 2020



Newsletter



Newsletter



Reports



Live Events

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
VIRTUAL CONFERENCES		
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	\$10,000 per presentation slot, per event. Multi-event & Multi-slot discounts available.
CONTENT MARKETING		
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 228,000-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 278,000 subscribers. We create and manage the whole production.	\$12,000 per campaign. Multi-campaign discounts available
Full Page Article in the quarterly updated The Global State of Operational Excellence - Critical Challenges & Future Trends Survey Report.	Publish your latest thinking, with a Full-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 spread.	\$5,000 per Article. Multi-article discounts available

Investment & Product Deliverables

PRODUCT	PRODUCT DELIVERABLES	INVESTMENT
BESPOKE CONTENT CREATION		
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 278,000 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 per annum.
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 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.
ADVERTISING		
Monthly BTOES Newsletter Advertisement	Premium Position - Sent to more than 278,000 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	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 Advertisement	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



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Contact Us

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Proqis Digital is division of Global Media
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