

# CO-EVOLVING THOUGHT LEADERSHIP AND PERSONAL CLIENT ENGAGEMENT



## COMPELLING FACT-BASED THOUGHT LEADERSHIP IS SCARCE

It has never been so easy to create and distribute misinformation based merely on opinion. However, excellent or very good thought leadership is scarce<sup>1</sup>.

Good thought leadership requires not only an opinion, but high quality insights backed by credible data, and rigorous research analysis<sup>2</sup>.

Business decision makers describe compelling thought leadership content as innovative, big picture, transformative and credible<sup>2</sup>.

As the volume of available content continues to grow, it's increasingly important to get your content marketing and thought leadership strategy right.

In fact it could be the difference between closing the deal and being knocked out of the decision process before you knew you were even being considered.

Of 1201 decision makers recently surveyed by LinkedIn/Edelman<sup>1</sup>:

**87%**

said good thought leadership increased their trust in a company

will stop following a writer or organisation after reading poor thought leadership

**60%**

**58%**

said thought leadership directly led them to do business with a company

use thought leadership content to 'vet' the company pre-purchase

**55%**

**45%**

attributed thought leadership to including a company in an RFP

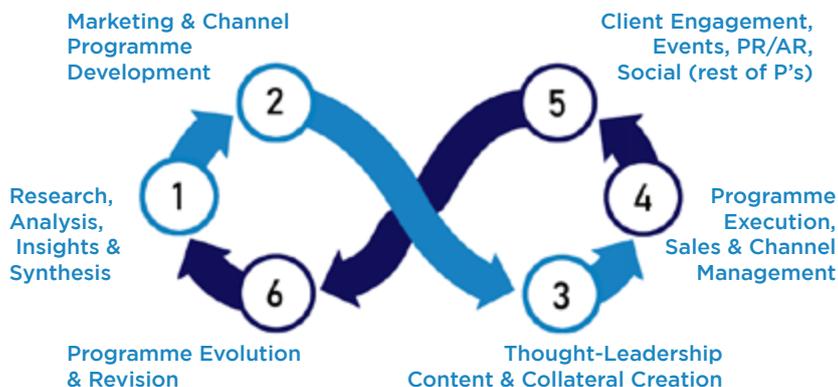
said poor thought leadership directly led to NOT doing business with a company

**29%**

# BACK TO BASICS

During your career you have encountered many marketing theories, models, frameworks and a plethora of 'Ps' (4, 5, 6, 7, 10, 12?). In the end it can be simplified into six major components.

## MARKETING ACTIVITY CYCLE



The demands on marketing are increasing, marketing budgets are tightening and internal capabilities are increasingly stretched.

Executing effectively on many of these six activities has become problematic.

Supplementing existing marketing resources through agencies is common. Few have the capability to truly deliver more than one or two of the marketing activity cycle phases.

**Until now.**

## DataDriven & BCS - A Powerful Partnership

Recognising these challenges, DataDriven and Best Case Scenario (BCS) have partnered to combine their many decades of B2B marketing experience. DataDriven/BCS deliver repeatable end-to-end content-driven marketing, sales and channel enablement programmes and events.

Our offering covers most aspects of the marketing activity cycle and comprises the four phases of Market Strategy & Planning, Research-based Content & Insights Development, Customer Engagement & Events and Reporting & Budget Frameworks and Process.



### MARKET STRATEGY & PLANNING

- » Detailed scoping workshop facilitation
- » Go-to-market strategy creation
- » Thought-leadership plan development
- » Communications plan development
- » Sales enablement plan development
- » Channel enablement plan development
- » Employee engagement plan development
- » Timeframes & milestones creation
- » Success measures definition



### RESEARCH/CONTENT DEVELOPMENT

- » Objectives & outcomes specification
- » Content definition & communication plan
- » Market research needs specification
- » Audience industry & theme identification
- » Off-the-shelf research adaptation
- » Tailored customised research creation
- » Highly targeted survey design and fielding
- » Data collection, analysis & insights
- » Chart, table and text development
- » Final content development :  
Reports, presentations, infographics, webinars, podcasts, EDM, media releases, social media, live events, roundtables, keynotes, training, videos

# HARNESSING THE TRUE MEANING OF 'SOCIAL'

In the same way that there is increasing demand for fact-based insights, the customer demand for face-to-face engagement is also strong at the executive level.

Although social media and digital marketing strategies are now essential, offline engagement has the greatest influence over the shortlisting process and significant influence over initial research and awareness phases<sup>4</sup>.

Showing clients and prospects that you not only understand their challenges and objectives but are accomplished at delivering exactly what they need, requires more than mass-customised digital marketing.

To augment digital marketing you must find ways to engage directly in-person. This enables you to not just hurl 'thought-leadership' at them but to co-evolve thought leadership with them and develop a 'thought partnership'. Stronger relationships result.

**Despite the move to digital, offline channels are still far more effective at the executive level<sup>3</sup>**

**In-person events, meetings, and executive briefings are the most engaging<sup>3</sup>**

## Spark a Discussion, Convene a Conversation

Working with you, BCS/DataDriven develops data-driven content, marketing programs and events which provide valuable unique insights to your clients. We spark a discussion, convene a conversation and enable you to engage with your customers as true thought-partners.

At the same time we minimise project management and administrative distraction and maximise cost-benefit. This powerful combination of capabilities provides a significant 'force-multiplier' for your marketing and channel/alliances teams.



### CUSTOMER ENGAGEMENT & EVENTS

- » Programme development & management
- » Speaker acquisition & management
- » Content sourcing
- » Venue selection & management
- » Staging, logistics & A/V management
- » Sponsor acquisition & management
- » Delegate & web registration
- » Delegate reception & management
- » Programme data management
- » Event photography arrangement
- » Event summary via analyst report
- » Attendee video/podcast interviewing
- » Follow-up attendee communication



### REPORTING & BUDGET PROCESS

- » Post-event attendee survey
- » Attendee feedback analysis
- » Overall event/venue/speaker evaluation
- » Outcomes reporting
- » Budget framework development process
- » Budget tracking and management
- » Comprehensive itemised invoicing
- » Dedicated events co-ordinator

# ABOUT YOUR THOUGHT-PARTNERS

The BCS and DataDriven founders have worked together for decades including at Gartner and the Australian Information Industry Association (AIIA). Between them they have designed, developed and delivered hundreds of compelling research-based thought-leading content pieces, marketing programmes and events across the globe, but with a specific focus on Asia/Pacific.

## DataDriven

DataDriven is a research and advisory company specialising in research-based data-driven thought leadership, market intelligence, insights, content, ICT strategy consulting for technology users and providers & go-to-market enablement projects.

DataDriven's expertise lies in creating true thought leadership content for the ICT and other services industries. The base for this is rigorous design and fielding of quantitative/qualitative surveys, analysis, and summary of data based on comprehensive robust proprietary models & frameworks.

The resultant output is highly reliable, valid, timely and extremely relevant to local market needs, and facilitates the creation of a range of truly data-driven thought leadership assets.

DataDriven services include:

- » Research design, fielding, analysis, reporting
- » Data-driven content creation including presentations, full reports, podcasts, webinars, media releases, EDM's, infographics, social media
- » Delivery of presentations ranging from facilitation of small C-level roundtables to 'big tent' major key notes to thousands



**CRAIG BATY**  
Principal/Founder DataDriven

Craig has over 30 years of effective C-level experience in ICT, HR, marketing, research, leadership and international business.

Craig is most well-known for his roles as Group VP & Head of Research for Gartner AP/J and CEO Gartner Japan. He received the first Gartner Thought-Leadership award in AP/J, created and drove innovative and ground-breaking research, whilst delivering significant business growth.

Craig is acknowledged as a highly professional industry commentator, analyst, facilitator, informative and entertaining speaker, and strong contributor to development of the AP/J ICT industry.

## Best Case Scenario

Best Case Scenario (BCS) are instrumental in bringing influential people together to have a conversation that can make a difference.

BCS's expertise lies in building events for Government, Health and Technology sectors. Their portfolio includes organising strategic conferences, workshops and intimate breakfast briefings. Clients include Microsoft, Civica, Intel, Symantec, Proofpoint, Asus, NSW Government, IoT Alliance Australia, and the AIIA. Clients use Best Case Scenario to refine, retune and reignite their events.

A number of BCS's event and marketing experts are ex-Gartner employees, and have deep intensive experience in identifying and leveraging content to make conversations happen.

BCS services include:

- » Event content development, particularly in the areas of Technology, Government and Health
- » Sourcing speakers - BCS are very well connected
- » Event omnichannel marketing - ensuring the right content fits the right audience
- » Expertise in managing end-to-end event operations



**LULI ADEYEMO**  
Event Executive Director/Founder BCS

Luli has over 20 years of diverse experience in the events industry, generating millions of dollars in sponsorship and delegate revenue.

Prior to running her own events business, Luli worked for Gartner heading up their Asia/ Pacific conference business. This required managing and launching a portfolio of senior executive programs in Australia, Singapore, India & China.

Luli also has an online monthly guest column in Australia's popular event industry publication Spice News and her passion and expertise for events is widely recognized by the industry.



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