

# Virtual Intelligence Briefing

Expert B2B Marketing Services for Leading Technology Companies

## Virtual Networking Forum Features & Benefits

### Virtual Networking Forum Program

Virtual Networking Forum is ViB's groundbreaking new program designed to increase prospect and customer engagement with your company and solution.

**Gain valuable interactive feedback and connect with target audiences with our Virtual Networking Forum program.**

- ◆ Drive marketing objectives
- ◆ Inspire productive conversations with the right personas
- ◆ Gain competitive virtual event advantage
- ◆ Access prospects across all departments, titles, levels, and geographies
- ◆ Promote your content and/or narrative
- ◆ Create brand affinity
- ◆ Share and receive coveted bi-directional knowledge
- ◆ Expand your audience
- ◆ Increase awareness
- ◆ Connect with targeted audiences
- ◆ Generate qualified leads
- ◆ Reach targeted, buying-ready members of ViB's vast Community of more than 2 million technology professionals

ViB's Virtual Networking Forum program is a one-hour virtual networking session on topics of your choosing hosted on a ViB platform. We build the registration and drive attendance. Simply provide us with event topics and targeting criteria, and we do the rest, including scheduling a dry run to ensure effective delivery of your key messaging. You'll moderate a productive discussion with a ready-made, interested audience and receive a complete event data package. Teams like demand generation, market and business development, field marketing, product marketing, and events love ViB because we're flexible, reliable, and deliver high conversion rates quarter after quarter.

**“ViB is hands-down the most cost-effective vendor we leverage — and the results we get from ViB are incomparable. The ViB MQL to SAL conversion rate is one of the highest of all of our paid channels.”**

**Sheila Madrigal**

Sr. Manager, Global Email Marketing

**NUTANIX™**

## How It Works

It's simple to start ViB's Virtual Networking Forum Program:



Provide us with your event topic(s), messaging, and audience targeting criteria.



We execute all the event logistics, registration, and attendance – all you do is moderate.



We deliver a complete event data package within 24 hours after the event.



## Who benefits from ViB's Virtual Networking Forum Program?

- ◆ Demand generation teams
- ◆ Field marketing
- ◆ Brand management
- ◆ VPs and CMOs
- ◆ Event & product teams
- ◆ Product marketing

## About ViB

### Improve Your Results

Helping people improve their marketing results is the #1 - and only - reason we're in business. Leading technology companies partner with ViB to drive awareness and increase conversions, improving the results of key initiatives at critical times.

### Leverage 2MM Professionals

We've cultivated an active and engaged community of over 2 million professionals and decision makers who represent your buyers and end-users. They trust us. So when we suggest a solution or company, they know it'll be something worth their time looking into. This powerful community makes us unique in the industry.

### Find Out Why 84% of ViB Customers Are Repeat Customers

We go above and beyond to make sure our customers are happy, making it easy and affordable to generate qualified leads, get your message in front of the right audience, and boost event attendance.

## ViB Customers



NUTANIX™



PivotPoint  
SECURITY



VEEAM

Western Digital.