



EVENT MARKETING

Webinars & Virtual Events

2024

Online Events

event 360°
organizers
sponsors
suppliers
speakers
attendees

Webinars

- Live and on-demand
- Registrations and attendees
- Multi-part webinar series
- Worldwide time-zones for live webinars
- ABM and target market segmentation
- All levels of decision makers
- Integration with webinar software, MAP and CRM

Virtual Events

- Large tradeshows and expos to smaller workshops and roundtables
- Promotions, registrations and engagement
- Interactive content with live and on-demand programming
- Content formats including streaming video with event and micro-sites
- Syndication to publishers and media networks
- Media partnerships
- Post-event feedback and ongoing engagement

Technology Integrations



zoom

ON24

Microsoft

GoTo

Google

Adobe Connect

BigMarker

livestorm

ClickMeeting

RingCentral

GlobalMeet



Multi-Channel Multi-Touch Engagement



EMAIL



WEB



MOBILE



VOICE



SOCIAL



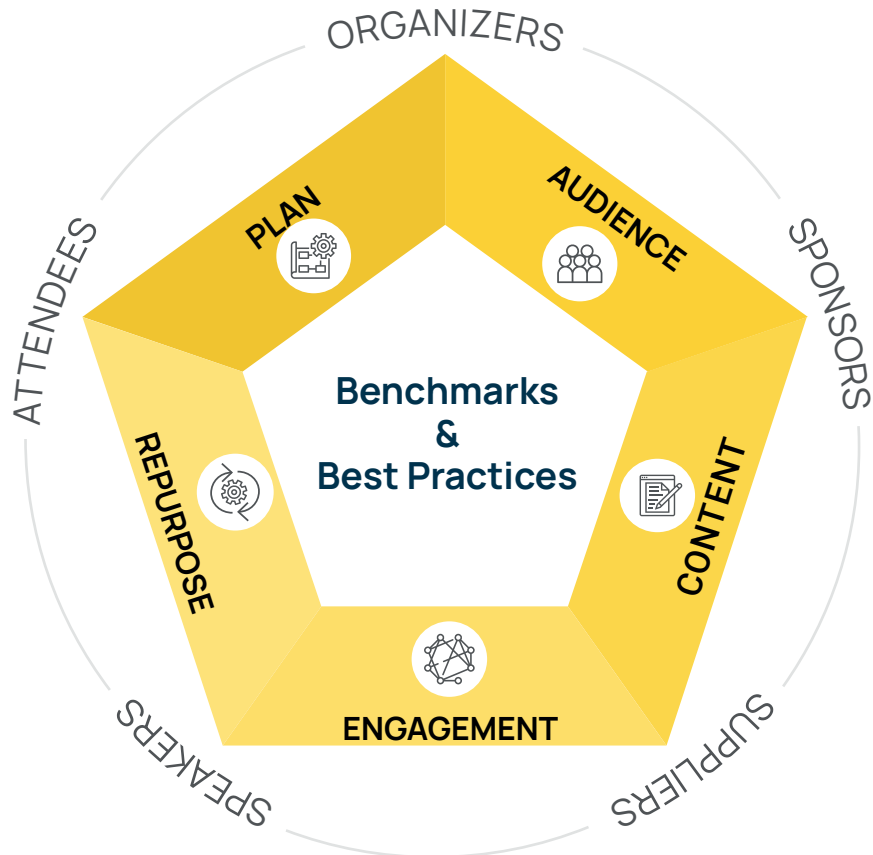
SEARCH



DISPLAY

Welcome to the Machintel PACER Framework for Online Events™, a strategic blueprint designed exclusively for enhancing your webinars and virtual events. In an era where digital connection is key, hosting a successful online event is both an art and a science. Our PACER Framework – focusing on Plan, Audience, Content, Engagement, and Repurposing event assets – distills over two decades of our expertise into actionable insights for your virtual event success.

Machintel PACER Framework for Online Events™



This framework was created from Machintel's extensive experience in orchestrating innovative and impactful online events. It consolidates best practices and benchmarks developed through our experiences in collaborating with diverse companies on their most successful virtual engagements.

With Machintel's Event Marketing 360° team, we offer comprehensive and customized solutions, ensuring your webinars and virtual events are not just events, but transformative experiences for your audience.

We're excited to guide you into a new era of virtual connectivity with the Machintel PACER Framework, and elevate your webinars and online events to be as engaging and effective as you want them to be. .



Event Marketers



Field Marketers



Product Marketers

Machintel Client Credentials

Testimonials

“ You made a real difference. There was very little time before the webinar but thanks for getting this going so quickly. Your team makes my job easier.

Kathryn McDonagh
Head of EMEA Marketing | SAP Sales Cloud

“ ...we really appreciate the improvements your team have made. We have seen an uptick in live viewerships. I do appreciate this – you guys are the best!

Kristen Huber
Senior Manager, Go2Market | 451 Research

“ The Machintel team is very impressive, and will help me immensely as I convey your/our value proposition. Your hard work has helped us through many successful campaigns. And over time, we have grown together!

Kevin Nolan
Senior Director, Strategic Accounts | LightReading

“ We appreciate our partnership and look forward to an exciting year.

Kiran Shah
Global Head, Professional Services | S&P

Clients



Who We Are

At Machintel, we redefine the essence of digital marketing partnerships. Bridging businesses with a global marketplace, we connect you to over 275 million buyers across 16 industries in 190 countries. Our 25-year legacy in the digital, data, and technology sectors is marked by the successful execution of more than 4,500 campaigns annually. At Machintel, it's not just about campaigns; it's about crafting success stories in a dynamic digital world.

What We Do

At Machintel, we believe in marketing that's smarter and more connected. Our philosophy extends beyond lead generation to building lasting, meaningful connections. We align your marketing efforts with strategic insights, ensuring impactful and memorable engagements with your audience. Our approach is centered on delivering not only timely but transformative data insights, keeping you at the forefront of innovation. With Machintel, experience online marketing that transcends traditional boundaries, driving unparalleled results and forging enduring market relationships.

Machintel

www.machintel.com