

Secure client relations to grow your market share.

Objectives

Vendor specific events, such as DevCons, allow a vendor to engage in a personal, one-on-one relationship with existing and new clients in a way that traditional exhibitions simply can't. However, organizing such intimate events may be beyond your core competency, and attempting to do this alone will only dilute what you're really good at and restrict success to your own pool of engineers.

Capabilities

Embedded Computing Design produces local and global events for vendors large and small. The events are equally scalable from single city, intimate, hands-on DevCons to global seminar events, all bringing engineers and developers together with your FAE and other technical staff. As the biggest media company in the embedded space, no other company can come close to our global reach and proven experience of successful events.

Events may include, but not limited to:

- OSM Expert speaker Bureau to present on market trends
- Microsite creation on online community
- Full promotion across our E-newsletters, email campaigns, and welcome banners
- Logistics (location, AV, food, and beverage)
- Pre- and post-event follow-up and lead nurturing
- Online education components through our Embedded University Program
- Videos of key executives and product demos
- Arrange keynotes and speakers
- Create content including blogs and podcasts
- Social media maintenance, boosts and promotions across Twitter, Facebook, LinkedIn, Medium, Instagram and YouTube
- Language assistance
- Registration

“Working with OpenSystems Media on our events this year has been amazing! Great leads, awesome presentations.”

– Judith F.

Interested in a live event? [Contact your marketing consultant today.](#)