

# Virtual Events

## DESCRIPTION

Hour-long sessions on topics relevant to your prospects, featuring diverse perspectives from industry specialists, customer brands, and keynote speakers to create a well-rounded point of view.

Program includes:

- Event platform setup and integrations
- Target account database build and marketing assets
- Multi-channel outreach (email, phone, LinkedIn)
- Virtual event hosting and technical management
- Weekly reporting

## KEY OBJECTIVE/OUTCOME

60 registrations (MQLs), 25+ attendees

## CAMPAIGN COMPONENTS

Virtual session with multi-channel promotion, database build, and full event management

## COST TO PARTNER

\$16,000 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

6

## PARTNER PROVIDES

Content, speakers (speaker costs optional)

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Data & Analytics](#) | [Amazon Connect](#)