

# ne1NEWS



NEWS MEDIA  
EVENT PARTNER

MARIE-CLAUDE ROULEAU  
MARIER@TECHNOPLANET.COM

eCIN  
eChannelNEWS

# ne<sup>l</sup>NEWS

## OBJECTIVES

1. Share your event with our extensive channel community of over 110,000 partners.
2. Provide promotion for your event and messages before, during, and after the event.
3. Amplify the message of your sponsors, partners, attendees, and speakers beyond the event itself.
4. Event and brand exposure on eChannelNEWS and social media networks including LinkedIn

## HOW

We leverage our [eChannelNews](#) community and social media reach to promote your event and message to over 110,000 potential channel partners.

Utilize your event call-to-actions to attract qualified partners into your sales funnel.

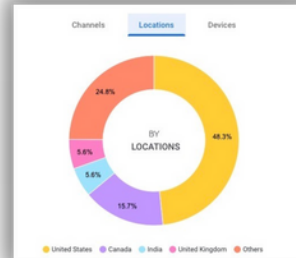
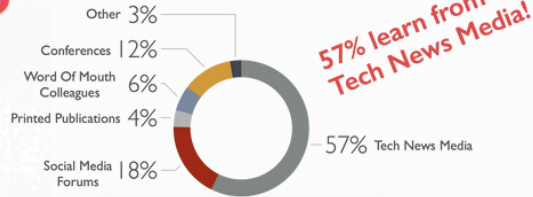
## ABOUT US

**We build, scale and empower channel partner ecosystems!**

Visit [www.technoplanet.com](http://www.technoplanet.com) to explore how we work with the channel community for three decades.

With our experience and channel community reach of over 110,000 members, we provide the very best in channel awareness, consultation on ecosystems, programs, and automation.

**Ask us how we do what we do...**



## NEWS MEDIA

Almost two-thirds of channel partners use channel news media to learn, find industry news and get information on new solutions. It's the **#1** source! Today, that number continues to rise because independent news media are proven trusted sources! Ask how we can help you to generate top-shelf channel awareness by utilizing [e-channelnews.com](http://e-channelnews.com) in combination with our social networks like LinkedIn.

## CHANNEL TARGET AUDIENCE

We maintain an extensive and up-to-date database of over 110K+ channel partners based in the US, Canada, and the UK, with the ability to target any country, region or even area code. Our channel community includes various types of partners, and we can target based on brands sold, size and many other factors.

Our subscriber base grows daily, and our communications always reach our subscribers' devices while adhering to privacy rules. With over 20 years in the news media industry, we are a trusted and reliable source for channel partner information.

We also have tags for Women in Tech, CISOs, SOCs, MSSPs and a variety of cybersecurity experts including red teams etc.

Our focus is Cybersecurity, AI, Digital Transformation and Sustainability. [Subscribe for free](#) to experience it and learn more.



## ECHANNELNEWS NEWS MEDIA DIGITAL COVERAGE

1. Conduct up to seven preview interviews with your team leaders, sponsors, or speakers to discuss their presentations for the event.
2. Publish and highlight these interviews in three eChannelNEWS newsletters to engage our entire community.
3. Share the interviews across LinkedIn and other social media platforms.
4. Include your calls to action, such as links to your event, within the interviews.
5. This will provide you with content that you can utilize freely in your marketing efforts.
6. Design graphics that leverage your event content to promote it effectively on LinkedIn.
7. Post event on our eChannelNEWS events Calendar
8. Banner ad on eChannelNEWS for 30 days
9. Conduct one post event news interview wrap and publish
10. Tag us on up to 5 posts of your events (pre, during or post) and we will like and comment.

**Budget: \$7,900 USD**



## **IN-PERSON ECHANNELNEWS NEWS MEDIA COVERAGE AUDIO ONLY**

1. eChannelNEWS journalist will attend in-person to conduct up to 10 audio only podcasts with anyone you wish over 2 days max.
2. Take pics and comments for social sharing on LinkedIn during your event.
3. Post event wrap up written article and published on eChannelNEWS
4. Conduct up to seven preview interviews with your team leaders, sponsors, or speakers to discuss their presentations for the event.
5. Publish and highlight these interviews in three eChannelNEWS newsletters to engage our entire community.
6. Share the interviews across LinkedIn and other social media platforms.
7. Include your calls to action, such as links to your event, within the interviews.
8. This will provide you with content that you can utilize freely in your marketing efforts.
9. Design graphics that leverage your event content to promote it effectively on LinkedIn.
10. Post event on our eChannelNEWS events Calendar
11. Banner ad on eChannelNEWS for 30 days
12. Conduct one post event news interview wrap and publish
13. Tag us on up to 5 posts of your events (pre, during or post) and we will like and comment.

**Budget: \$14,900 USD**

**Require hotel accommodation for one person in event resort plus transportation costs to and from event.**



## IN-PERSON ECHANNELNEWS NEWS MEDIA COVERAGE VIDEO

1. eChannelNEWS journalist will attend in-person to conduct up to 10 video interviews with anyone you wish over 2 days max.
2. Editing and publishing on eChannelNEWS
3. Video crew and studio set-up
4. Take pics and comments for social sharing on LinkedIn during your event.
5. Post event wrap up written article and published on eChannelNEWS
6. Conduct up to seven preview interviews with your team leaders, sponsors, or speakers to discuss their presentations for the event.
7. Publish and highlight these interviews in three eChannelNEWS newsletters to engage our entire community.
8. Share the interviews across LinkedIn and other social media platforms.
9. Include your calls to action, such as links to your event, within the interviews.
10. This will provide you with content that you can utilize freely in your marketing efforts.
11. Design graphics that leverage your event content to promote it effectively on LinkedIn.
12. Post event on our eChannelNEWS events Calendar
13. Banner ad on eChannelNEWS for 30 days
14. Conduct one post event news interview wrap and publish
15. Tag us on up to 5 posts of your events (pre, during or post) and we will like and comment.

**Budget: \$27,900 USD**

**Require hotel accommodation for 3 people in event resort plus transportation costs to and from event.**



## ADD AN EVENT SOCIAL MEDIA BOOST

This unique campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.

Since the campaign spans 60 days post event and is integrated with your long-form event content, it provides significant promotional boost for your event and its messages long after it's over.

The power of this campaign lies in the the creation of authentic, high-value, and newsworthy content that we will generate and edit for you.

Original content that social media and search engine algorithms seek.

1. We utilize and combine all content created before, during, and after the event to produce and curate 60 pieces of engaging short-form content tailored for social media sharing, including graphics.
2. We provide a smart schedule designed to optimize impact for you to post across all social networks over a span of 60 days. We can manage the posting for you at no additional cost to ensure it is dropped on schedule and monitor results to adjust in real time.

**Budget: \$6,900 USD**



Vendors dedicate substantial amounts of money, time, effort, and resources to organize events for their partners and customers.

However, only a small percentage of the target audience typically attends these events in person. No-show rates can be unpredictable, leading to considerable waste.

Additionally, how much of the content will attendees actually view, retain, and utilize after the event? This is the ultimate indicator of ROI.

Partnering with news media enhances your ROI and improves message dissemination to both the in-person audience and a wider reach.

This approach often extends your message's reach to 10 times the in-person audience.

Explore this and other strategies for engaging with the channel community.

Feel free to request more information and select the package that best fits your budget.

## CONTACT

TechnoPlanet Productions Inc.

7030 Woodbine Ave.,

Fifth Floor Markham,

ON L3R 6G2

1-888-621-9138 or 905-839-0603 X 247

Maire-Claude Rouleau

[marier@technoplanet.com](mailto:marier@technoplanet.com)

[www.technoplanet.com](http://www.technoplanet.com)

