

TFT 13

MEDIA PACK



1964



1974



1983



1997



2000



2013

TFT 13 A NEW WAY TO DELIVER CONTENT

ABOUT TFT

Anyone...

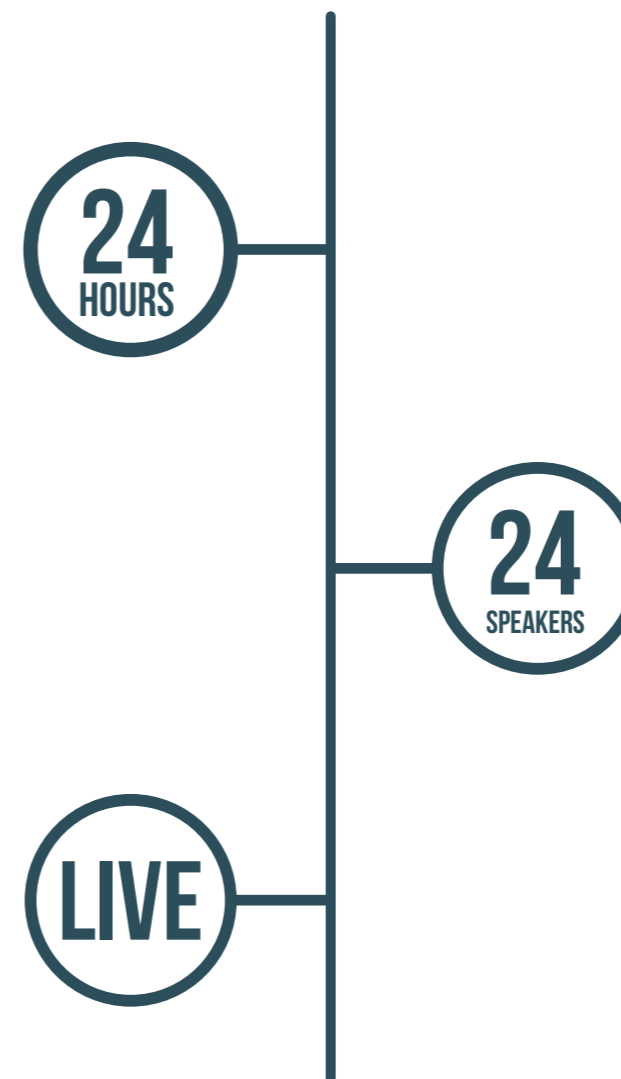
TFT12 was the first ever 24-hour, crowd-sourced, global conference. The event streamed LIVE over 24 hours starting in New Zealand and ending in Hawaii

Anytime...

- No barriers to consumption
- No registration or entry fees
- No tickets, sign-up or restrictive rights

Anyplace...

- Multi-channel distribution
- YouTube, Evernote & Kindle, Twitter, Facebook, G+, more...
- Engagement on every major social platform
- Content fully available On-Demand



SEEN IN OVER
30
COUNTRIES

1,200,000
MILLION SOCIAL MEDIA
IMPRESSIONS IN 24 HOURS

tft12
TOMORROW'S IT SERVICE FUTURE TODAY

3,795
SLIDES
DOWNLOADED

23,000
SPEAKER VIEWS
BEFORE THE EVENT

THE TFT DIFFERENCE



I LOVE THAT #TFT12 BRINGS CONTENT TO THE PEOPLE; MANY (INC ME) DON'T ALWAYS HAVE RESOURCES (TIME, \$\$\$, SUPPORT) TO ATTEND LARGE CONFERENCES.

VIA @SHAWNDURRANI_IT

PHYSICAL EVENT

- Speakers are chosen for audience
- Audience required to be at a specific place and time
- Speakers deliver presentation and leave
- Content consumed in a fixed state
- Registration/sign-up/cost

DIGITAL EVENT

- Audience chooses speakers
- Content consumed at audience's convenience
- Speakers bring their own audience who also promote
- Content consumed via media of choice; video/audio/slides
- No registration/no sign-up/no cost

2012 SPEAKERS



KIRSTIE MAGOWAN

Speaker & Host Oceania

DETAILS

Writer and publisher
Co-Founder Shift Media Inc
@KirstieMagowan
Klout 64



TRISTAN BOOT

Speaker

DETAILS

Service Owner, Vodaphone NZ
President of itSMFnz
@TristanNZ
Klout56



OSCAR CORBELLI

Speaker

DETAILS

IT Management Expert
Trainer, Speaker, Author
@OscarCorbelli
Klout34



CHRIS DANCY

Founder and Host

DETAILS

TFT Creator
Servicesphere founder
BMC Software
@servicesphere
Klout - 65



TESSA TROUBRIDGE

Host EMEA

DETAILS

Managing Director
SDI (Service Desk Institute)
@TessaTroubridge
Klout 50



SIMONE MOORE

Speaker

DETAILS

Trainer, blogger, content
provider.
HDAA, Sydney, Australia
@simonejomoore
Klout 59



APRILL ALLEN

Speaker

DETAILS

The Knowledge Bird
Blogger, Content provider,
Conference speaker
@aprillallen
Klout 62



AALE ROOS

Speaker

DETAILS

'Unlearning ITIL' and Service
Desk 2.0 creator
Finland
@aaleem
Klout 56



AMBER CASE

Speaker

DETAILS

Cyborg Anthropologist
and the founder of Geoloqi
@caseorganic
Klout 62



KAREN FERRIS

Speaker

DETAILS

ITSM Consultant and author,
creator of the Balanced
Diversity Framework
@Karen_Ferris
Klout 62



BREED LEWIS

Speaker

DETAILS

Director of Macanta Consulting,
Melbourne, Australia
ITSM Consultant
@macanta
Klout 62



VLADIMIR IVANOV

Speaker

DETAILS

ITSM Practitioner
Specialis in Lean and Agile
methodologies
@vivanovs
Klout 54



ROBERT FALKOWITZ

Speaker

DETAILS

Consultant
Author, blogger and
conference speaker
@R_Falkowitz
Klout 35



MARK SMALLEY

Speaker

DETAILS

Consultant, traner
BiSL Founder
Klout 48

2012 SPEAKERS



BARCLAY RAE

Speaker

DETAILS

Consultant, Blogger
Host of ITSM TV
@barclayrae
Klout 55



ROB ENGLAND

Speaker

DETAILS

The IT Skeptic
ITSM Consultant, author and
blogger
@theitskeptic
Klout 61



PATRICK BOLGER

Speaker

DETAILS

ITSM Consultant
ITSM Weekly podcaster
@patb0512
Klout 56



IAN CLAYTON

Speaker

DETAILS

Creator of USMBOK
Blogger, Consultant
Conference speaker
@ianclayton
Klout 49



CHARLES ARAUJO

Speaker

DETAILS

Author
Writer of "The Quantum age
of IT"
@charlesaraujo
Klout 52



ALEX HOCKING

Speaker

DETAILS

ITSM Practitioner
@marvalalex
Klout 42



RICHARD WHITE

Speaker

DETAILS

Co-founder and CEO of
UserVoice
@rrwhite
Klout 62



PETER LINJSE

Speaker

DETAILS

ITSM Consultant and Blogger
Managing Partner at Service
Management Art
@PeterLJlinjse
Klout 53

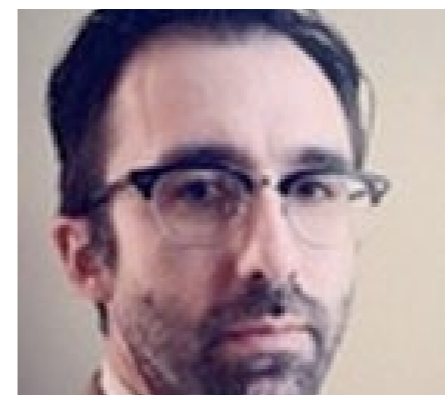


MATT HOOPER

Speaker

DETAILS

Consultant
ITSM Weekly Podcaster
@VigilantGuy
Klout 61



MARK KAWASAKI

Speaker

DETAILS

Practitioner - Emory
University
Blogger
Klout 45



IAN AITCHISON

Speaker

DETAILS

ITSM Product Director at
LANDesk
@IanAitchison
Klout 50



ANTONIO VALLE

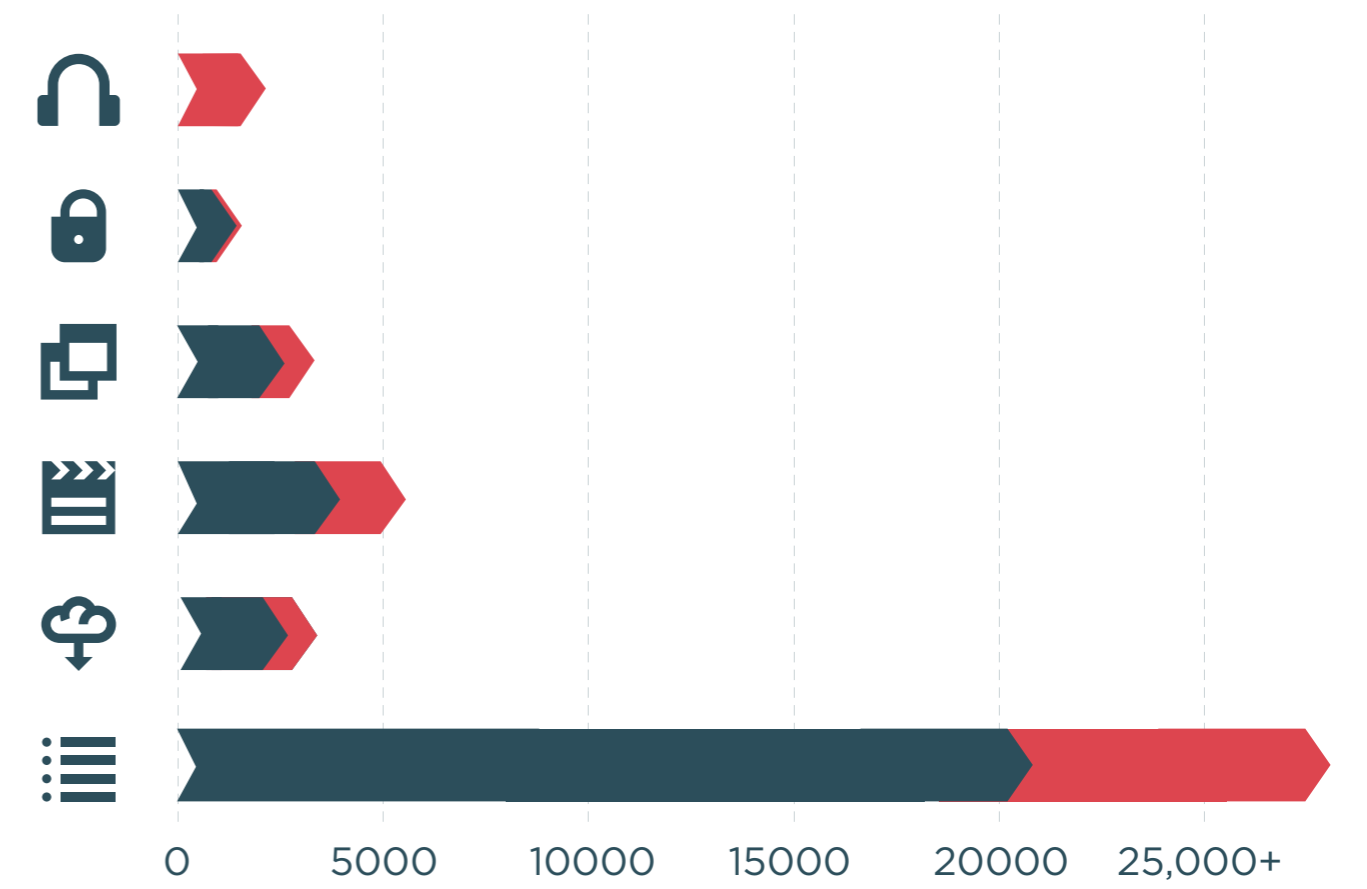
Speaker

DETAILS

ITSM Specialist
Lean thinker and teacher
@avallesalas
Klout 47

TFT 12 BROKE THE RULES AND THE COMMUNITY RESPONDED WITH 1,200,000 IMPRESSIONS

YESTERDAY AND TOMORROW



- **TFT 12**
- **TFT 13**
- 🎧 AUDIO - ITUNES AND SOUNDCLOUD
- 🔒 KNOWLEDGE LOCKER - EVERNOTE AND KINDLE
- 📄 SLIDES - SLIDESHARE
- 🎬 POST-EVENT VIDEO - YOUTUBE, VIMEO & BRIGHTTALK
- 📺 LIVE STREAMING - GOOGLE+ AND YOUTUBE
- ☰ TFT VOTING PAGE - LIST.LY



SPONSOR TFT 13

THE LEAD UP

TFT speaker voting page

The voting page is one of the first brand impression points into the community. Here is where you will define yourself as a community supporter. This branding moment will be viewed as “good will” to the community and will engender trust and value to your brand. With a high frequency of repeat visitors, your brand will be reinforced, leading to strong recognition in the industry.

Branding opportunity:

- Banner Advertisement on top of the page with URL capture.
- Email campaign for existing customers to submit to speak or vote on speakers.
- Global opportunity, there is no regional segmentation with this package.

1 REGION \$ N/A

2 REGIONS \$ N/A

3 REGIONS \$ 15,000

THE LIVE EVENT

Live streaming

On the live recordings your logo will be front and center, right next to the speakers name. This brand impression presents an enormous opportunity to reach the community who are eager to see the presenters live recordings via video. This package can be purchased per region, or you can own the live experience by purchasing all 3 regions.

Branding opportunity:

- Premium placement of logo next to speakers name.
- Sponsorship recognition by facilitators during session swaps.
- Branding will continue on the videos for as long as they exist on youtube.

1 REGION \$ 8,000

2 REGIONS \$ 14,000

3 REGIONS \$ 20,000

LEAD THE MOVEMENT



THE AFTERMATH

Post-event Video bumpers

TFT serves as a library of rich content which will be shared by thousands virally through social networks. After the live event, each video will be re-produced to enhance the quality. During this process bumpers will be placed at the beginning and end of the videos.

Branding opportunity:

- Large high-res logo and tagline at beginning and end of video.
- 15 Second Audible Tagline at header
- Up to 2 minute commercial Video placement at trailing bumper
- Branding will continue on the videos for as long as they exist on youtube, vimeo and BrightTALK.
- TFT13 content will be available on BrightTALK after the event, increasing the visibility of your brand and exposing your content to the hundreds of thousands of IT service management professionals on their site.

Per region sponsorship is available to isolate demographic.

1 REGION \$ 8,000 2 REGIONS \$ 14,000 3 REGIONS \$ 20,000

Slideshare bumpers

Speakers presentations will be virally shared across multiple platforms via SlideShare. The indexing of this rich content will be picked up in search results extending the reach to those at the research phase of their projects. This is the opportune time for sponsors to promote their brand awareness and get early traction with potential clientele. Slides are one of the most shared media types on LinkedIn, increasing your exposure on the professional social media outlet.

Branding opportunity:

- Banner Advertisement on first and last slide with embedded URL To landing pages.
- Slides can be shared via email campaigns for great content to share with your customers.

1 REGION \$ 8,000 2 REGIONS \$ 14,000 3 REGIONS \$ 20,000

Post-event audio bumpers

In the commuter world we live in, audio still plays a major role in knowledge workers information consumption. Consuming this content on mobile devices is easy, and provides a great opportunity to get your message out to the professional on the go.

Branding opportunity:

- 15 second front end bumper at the beginning of session and up to 2 minute trailer
- Hi-res logo on audio Artwork.
- Branding will continue on the videos for as long as they exist on Soundcloud and iTunes

This package can be purchased per region, or you can own the audio experience by purchasing all 3 regions.

1 REGION \$ 8,000 2 REGIONS \$ 14,000 3 REGIONS \$ 20,000

Knowledge Lockers

There is a certain level of intimacy you experience when people let you into their diaries. With this package, your brand goes straight to the consumers Evernote or Kindle App. Your art work, and brand will be constantly visible, as they scroll through these apps. This level of commitment from the consumer, is a clear sign they are paying attention. Savvy vendors will recognize the power of mindshare branding with this very unique package.

Branding opportunity:

- Large high-res logo and tagline at beginning of the note feeds.
- URL for landing pages can be embedded in content header.

1 REGION \$ 8,000 2 REGIONS \$ 14,000 3 REGIONS \$ 20,000

Presentation Transcriptions

There are different styles of learning and absorbing information. Some consumers prefer to digest the written word. In 2013 we will extend the reach of the TFT content by providing written transcriptions of all TFT presentations. These will be available to be pushed to knowledge lockers and for download from a central location.

Branding opportunity:

- Your logo and tagline prominently featured on PDF transcriptions
- Your URL and logo on download landing page

1 REGION \$ 8,000 2 REGIONS \$ 14,000 3 REGIONS \$ 20,000

“IF YOU TIRE OF THE SAME OLD CONFERENCE FORMAT AND TOPICS, CHECK OUT #TFT12”

VIA@EARLBEGLEY



INTERACT WITH OUR SPEAKERS

Speaker sponsorship

TFT Speakers are amongst the most influential in the ITSM community. We are offering you an opportunity to engage with these speakers before, during and after the TFT13 event. This is a flexible opportunity and packages will be individually tailored to suit you, the speakers and your budget.

Suggested Branding opportunities:

- Video interview or panel session with speakers prior to TFT13, with your branding
- Branded whitepaper written by TFT13 speaker

1 REGION \$ NEG

2 REGIONS \$ NEG

3 REGIONS \$ NEG

TFT13 TRACK 2

If you'd like to present your own sponsored content at TFT13 Track 2 enables you to do just that. Choose the time slot and region you require and be a part of TFT13.

\$2000 PER ONE HOUR SLOT

CONTACT US

Region 1 Oceania	Region 2 EMEA	Region 3 Americas
Kirstie Magowan Email - kirstie@shiftmedi-ainc.com Phone +64 27 5772423	Robert Beswick Email - robertb@sdi-e.com Phone +44 (0) 1689 889100	Matt Hooper Email - matt@shiftmedi-ainc.com Phone - +1 (781) 366-0072

TFT13 MEDIA PARTNER:

BrightTALK™

BrightTALK provides live and on-demand webinars and videos for professionals and their communities. Every day thousands of thought leaders are actively sharing their insights, their ideas and their most up-to-date knowledge with professionals all over the globe through the online event technologies that BrightTALK has created.



240 Million BC