



# 2022 SILICON TRUST MARKETING PACKAGES

## **THERE IS A NEW 'NORMAL'**

Over the past two years everything we knew as 'normal' was proved to be the case no longer, and every new change we embraced became the new 'normal'. As it was with our regular lives, so it was for the Silicon Trust.

Turning our back on the 'old' in-person methodology, we have instead embraced our new 'constraints' and fully embraced our audience online. With spectacular success!

Our visitor rate online is up almost 75% from 2019 (70,000 visitors to 122,500 visitors (rounded, YTD)). This surge in numbers and interest has also found its way into our Seminars and into our download rates for our digital print magazine versions.

2022 will see a gradual return to in-person events and with it our filming and interview schedule. This is reflected in our competitively-priced subscription package in the GOLD level.

We are now even more convinced that our packages (with our extended reach) are even better better vault for money as we keep our prices on the same par as 2019 levels. We feel we offer a great deal - we hope you do too!

## **THE VAULT MAGAZINE**

We have continued to publish the Silicon Trust magazine (currently called - The VAULT) both in a digital and print version for over 22 years and it has become an industry recognised publication, available at industry events throughout the year.

2022 will see the VAULT magazine published in April, August and November.

## **FILMING AND ONLINE INTERVIEWS**

For our Gold package, we also offer filming of management interviews or product demonstrations at selected shows and events. This may not be possible this year due to pandemic travel bans but the Program has countered this inconvenience through the use of online interviews, cut with relevant B-Roll material to create standalone films in their own right that can be promoted through a variety of online platforms.

We now offer subtitle services to ensure that your message can be viewed in a number of relevant languages - once again extending the reach and resonance of the films.

## **ONLINE WEBINARS AND LIVE-CASTS**

Our partner meetings have also become a victim of pandemic travel bans - however we have converted our resources to offer our members the option to participate in webinars and live-casts. These live webinars are to be broadcast on a semi-regular basis and are held at different times and dates to reach not only a EMEA audience but also an APAC one too.

We are also able to incorporate live simultaneous translation services within the broadcast too (Spanish and French being the main two languages that have been requested).

## **OUR ONLINE AUDIENCE CONTINUES TO GROW**

Our pivot to a more online presence for the Silicon Trust within our targeted customer base has seen our viewing figures more than double in 12 months. This is a fantastic time to take advantage of our captive audience and expose them to your product and solution offering using our many marketing and networking tools.

ACTIVITIES & MARKETING OPPORTUNITIES	BRONZE 800 Euro	SILVER 3800 Euro	GOLD 5800 Euro
Inclusion in partner listing on website including logo placement and contact details and placement in Partner Directory (in VAULT magazine)	X	X	X
Ability to submit news releases for program inclusion on website	X	X	X
Retweeting of press releases news release from web site	X	X	X
Inclusion into Silicon Trust newsfeed database for partner only announcements	X	X	X
Advert placement in VAULT Magazine (3x year) (2,500 circulation)		X	X
Article placement in VAULT magazine (1200 words) (3x year)		X	X
Video management interviews recorded online - placed on website & selected social media			X
Video product demonstrations - placed on website & selected social media			X
Copies of VAULT magazine with article placement (10 copies) by request		X	X
Editorial and blog placement on website and social media dissemination		X	X
Case study inclusion into ad-hoc application briefs and white papers produced by Silicon Trust		X	X
Access to PR Services offered by Krowne Communications (including video production, editing and ghost writing services)			X
Ability to present at Silicon Trust networking and information exchange sessions held for customers			X
Invite to present in our webinar series 2-3 times a year (Roadshow for EMEA & APAC Regions)			X
Ticket discount for selected events with Silicon Trust contra deals	X	X	X
ALSO AVAILABLE			
Allow the Silicon Trust develop and host a bespoke webinar for your company			X
Subtitles in a variety of languages to aid dissemination and reception of your videos			X

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