



EVENTS CALENDAR 2022

Middle East, Turkey & Africa

2021 in Numbers

200+

Events
hosted

270+

IDC analyst speakers
responsible for shaping
agendas & moderating
content

2,000+

Independent speakers
& advisory board
members

18,000+

Technology decision
makers across all
industries in attendance

Why IDC Events?



Coverage

IDC events provide:

- A platform to network & engage in peer-to-peer discussions
- A choice of in-person & digital event formats
- Access to customers for technology-driven or vertical-focused discussions



Lead Generation

Our events enable you to:

- Engage with a captive audience of IT leaders & LOB heads
- Leverage IDC's active database & relationships with C-level executives & the wider IT community
- Engage with prospects & gain a real understanding of their investment priorities through networking & focused 1-2-1 meetings



Analyst Insight

Leverage our expertise to:

- Create compelling content based on IDC research & insights
- Brainstorm on key topics, content development & agenda planning
- Supplement your messaging with IDC speakers & moderators



Demographics of Delegates

Gain unparalleled access to:

- CIOs, CTOs, CDOs: 40%
- CXOs (CFOs, COOs, CEOs, CMOs, CHROs): 10%
- VPs of IT, IT Directors: 10%
- Heads of Security, Heads of Infrastructure, Heads of Cloud & Applications: 20%
- IT Managers, Senior IT Decision Makers: 20%

Your IDC Event Journey

The Story

IDC analysts, together with our event professionals, will draw on their research and experience to create compelling content to engage and educate your target audience, enabling you to advance prospects and customers along the buyer journey.



Advisory Board

We work closely with a chosen panel of leading experts in each country to put together an agenda that truly reflects key concerns and challenges. The Advisory Board continually helps to review and mold the program, drawing upon their wealth of experience.



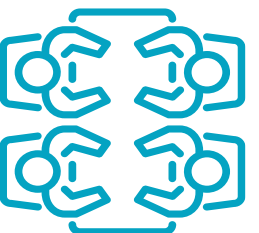
Audience

IDC handpicks and invites the right audience to ensure your outreach initiatives hit the target. Our attendee acquisition program is much more than just an event promotion — our experienced team understands that each event is unique, and the audience are accordingly approached to influence their decision to attend.



Delivery

IDC & our partners host the event through plenary and technology-focused track sessions.



IDC CIO Summit 2022

ACCELERATING YOUR JOURNEY TO A DIGITAL-FIRST WORLD

Far-reaching changes in diverse areas such as society, organizational culture, and technology are redefining what it takes for organizations to generate sustainable business value in order to remain competitive and successful.

Visionary high-impact keynote speakers, together with our Summit Advisory Board members, will drive discussions to deliver insights into cross-industry challenges and approaches to customer service, innovation, and technology.



IDC CIO Summit Series

Middle East, Turkey & Africa

February

- 22-23 ● Middle East | Dubai | 150+ Attendees
- 24 ● Middle East | Digital | 500+ Attendees

May

- 13-14 ● Turkey | Sapanca | 100-200 Attendees
- 11 ● South Africa | Johannesburg | 80-100 Attendees
- 12 ● South Africa | Digital | 150-200 Attendees
- 18 ● Bahrain | Manama | 80-100 Attendees
- 25 ● Kuwait | Kuwait City | 80-100 Attendees
- 25 ● Turkey | Digital | 300-400 Attendees

June

- 9 ● East Africa | Nairobi | 60-80 Attendees
- 14 ● Egypt | Cairo | 150-200 Attendees
- 16 ● Oman | Muscat | 80-100 Attendees
- 16 ● West Africa | Lagos | 60-80 Attendees

August

- 24 ● Mauritius | Port Louis | 60-80 Attendees

September

- 14-15 ● Saudi Arabia | Riyadh | 80+ Attendees
- 27 ● Qatar | Doha | 120-150 Attendees

October

- 21-22 ● Turkey | Sapanca | 100-200 Attendees

November

- 2 ● Turkey | Digital | 400-500 Attendees
- 24 ● Francophone Africa | Casablanca + Livestream | 100-120 Attendees



IDC DX Forum & Awards

THE FUTURE OF ENTERPRISE: DIGITAL LEADERS FOR THE DIGITAL ERA

Digital transformation (DX) itself is changing, ushering in a new chapter where organizations and their CEOs are reprioritizing their agendas. Winning in the new era means addressing new customer requirements, developing new capabilities, and building digital infrastructures that support resilient operations and pervasive experiences for the new digital economy.

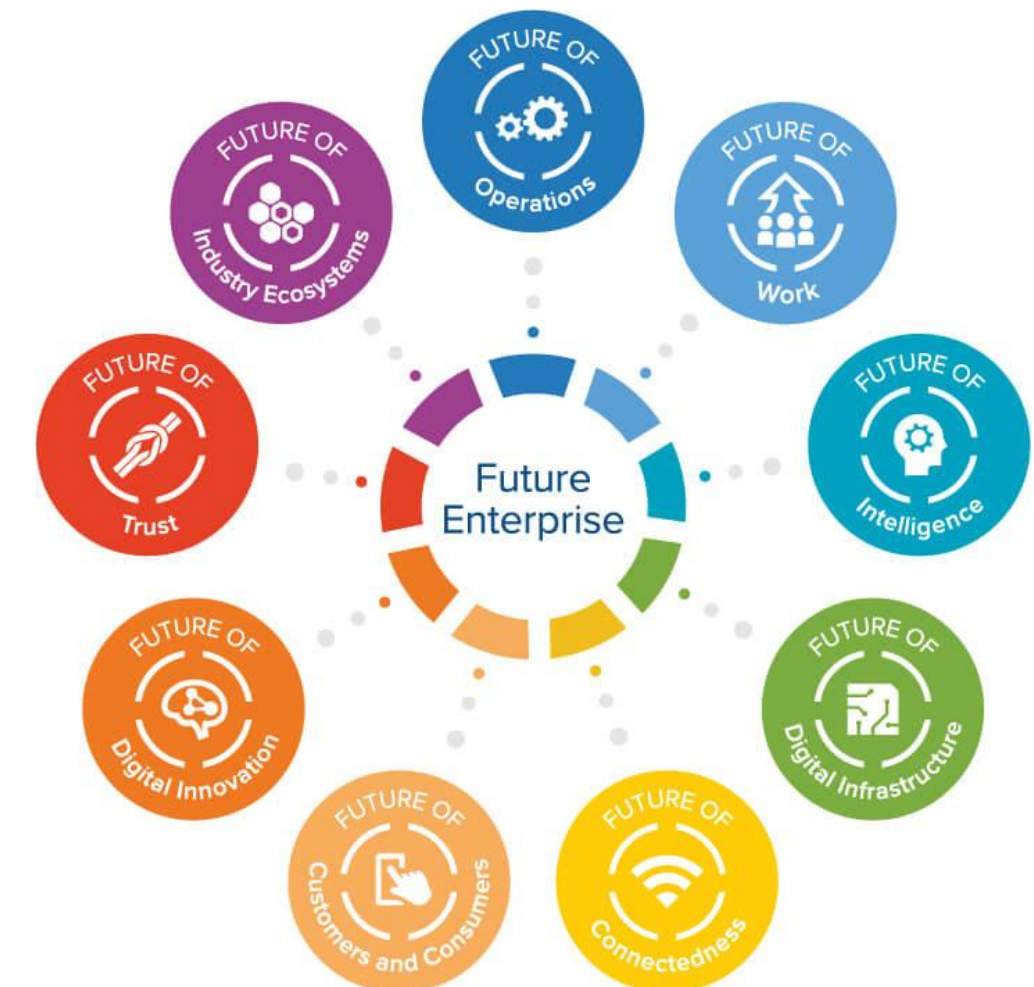
Digital leaders that can make change happen quickly and effectively are in high demand as they make it possible for organizations to transition from surviving to thriving. The increasing pervasiveness of DX initiatives is compelling business leaders to develop a clear understanding of how they can effectively leverage emerging technologies to maximize value for their organizations.

March

- 21 ● Egypt | Cairo | 80-100 Attendees
- 23 ● Qatar | Doha | 80-100 Attendees
- 28 ● Saudi Arabia | Riyadh | 80-100 Attendees

November

- 15 ● UAE | Dubai | 80-100 Attendees
- 15 ● Mauritius | Port Louis | 60-80 Attendees
- 17 ● South Africa | Johannesburg | 80-100 Attendees



IDC Security Roadshow

ELEVATING THE SECURITY OF THE FUTURE ENTERPRISE

Today's security leaders are examining cybersecurity through a strategic-, business-, and industry-focused lens. Efficient and effective security across the entire enterprise is a necessity at a time when networks are evaporating, endpoints are proliferating, and relentless adversaries are continually adapting their tactics, techniques, and procedures.

Against a backdrop of ever-increasing security complexity, this event will explore why visibility and control over application security is now vital for organizational survival. Industry experts will explore transformative technologies, dissect the ever-growing threat landscape, and examine the increasingly sophisticated nature of cyberattacks, all while discussing other real challenges to the security of the future enterprise.



March

- 21-22 ● Turkey | Sapanca | 100-200 Attendees
- 24 ● Turkey | Digital | 300-400 Attendees

June

- 6 ● Qatar | Doha | 80-100 Attendees
- 22 ● UAE | Abu Dhabi | 60-80 Attendees
- 27 ● Saudi Arabia | Riyadh | 80-100 Attendees

August

- 18 ● South Africa | Johannesburg | 80-100 Attendees

September

- 23-24 ● Turkey | Sapanca | 100-200 Attendees

October

- 5 ● Turkey | Digital | 300-400 Attendees

November

- 29 ● Middle East | Digital | 120-150 Attendees

IDC Cloud & Datacenter Roadshow

REIMAGINING THE IT INFRASTRUCTURE OF THE CLOUD OPERATING MODEL

As customer expectations and technology continue to evolve at an unprecedented rate, the move to cloud is becoming a strategic priority for organizations across the region. According to IDC research, 49% of CIOs across the Middle East, Turkey, and Africa believe that cloud adoption will greatly influence their plans to drive innovation and create new digital products, business models, and revenue streams over the next 12-18 months.

To ensure the most efficient implementation process possible, IT teams must take a holistic look at their cloud operating models. IT has become integral to driving business value and is now a crucial enabler for meeting business and customer expectations around speed, flexibility, cost, and reliability.



March

17 ● Sub-Saharan Africa | Digital | 100-150 Attendees

April

5 ● UAE | Digital | 100-150 Attendees

11 ● Saudi Arabia | Riyadh (Suhoor) | 50-60 Attendees

October

24 ● Egypt | Cairo | 80-100 Attendees

November

7 ● Saudi Arabia | Riyadh | 100-150 Attendees

December

7 ● Turkey | Istanbul | 100-150 Attendees

21 ● Turkey | Digital | 150-200 Attendees

IDC Banking & Finance Congress

The Future of the Banking & Financial Services Industry – New Models of Digital Finance

The financial services industry is at a critical point in the transformation journey, with BFSI organizations striving to keep pace with technological changes, strike a balance with new forms of competition, and embrace a wider ecosystem environment. While the short-term goal is focused on cost and capital responses, the long-term strategy is to build a new sustainable business model. Innovations in the industry and changing customer needs are not only changing the pace of such transformation but also adding new layers of complexity.

Banks, insurance, and capital market firms are already racing – and racing fervently – to fill in the gaps exposed by a growing credit risk environment, taking opportunities emerging from hyper-transacting and hyper-digital customers and reimagining business models to ensure they are able respond to today's emerging challenges. The fittest of them all will win the future.

This event will explore the industry's latest trends and innovations, examine the changing business landscape, and present proven strategies for effectively managing change.



March

23 ● Turkey | Istanbul | 100-150 Attendees

April

14 ● Turkey | Digital | 200-300 Attendees

June

28 ● UAE, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain | 60-80 Attendees
Location: Dubai

IDC Channel Events & Awards

Recognizing new business opportunities is key to driving increased sales. But equally important is the need to provide channel partners with leadership and consultation. Ongoing industry transition and changing market trends make the role of the distributor pivotal for channel success.

The IDC Channel Events & Awards provides channel partners, distributors, and vendors with the best value for your time as it delivers both learning and networking opportunities. By participating in this event, you will be exposed to relevant and timely thought leadership from experts and industry icons.



Target Audience

- Independent Software Vendors
- Value-Added Resellers
- Distributors
- Systems Integrators
- Managed Service Providers
- IT Service Providers

August

25-26 ● South Africa, Kenya, Nigeria, Ghana, Mauritius
60+ Attendees
Location: Port Louis, Mauritius

November

29-30 ● UAE, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain
60+ Attendees
Location: Fujairah, UAE

IDC Government/Public Sector Congress

Digitally Reimagining the Future Government

The mission of national governments is to provide effective citizen services while improving outcomes for both constituents and governments. They are deploying emerging technologies and technology innovations to provide efficient information and services while protecting, sustaining, and enhancing societal and quality-of-life outcomes. Indeed, an IDC survey found that 55% of META government CIOs are currently deploying – or planning to deploy – AI and machine learning applications for the purpose of improving IT automation.

Governments that accelerated digital implementation and national transformation strategies are now highly resilient to shocks and sustainable against long-term stresses. The region's government executives are embracing innovative digital technologies to make intelligent, transparent policy decisions that deliver seamless services to citizens and businesses.



November

- 10 ● South Africa | Pretoria | 60+ Attendees
- 22 ● UAE | Abu Dhabi | 60+ Attendees

December

- 6 ● Saudi Arabia | Riyadh | 60+ Attendees

IDC Smart Manufacturing Summit

The Connected Manufacturing Experience: Transparent – Responsive & Customer Centric

In order to face the challenges ahead, manufacturing organizations need to have transparent and responsive operations in place that enable them to respond to changing market and customer requirements in a timely and flexible manner.

Building up to ensure transparent, responsive,, and customer-centric operations will impact the entire manufacturing value chain, from product development to supply chain operations, factory operations, and sales operations.

This event will explore what the 'Next Normal' means for manufacturers, why the business case for digitalization is stronger than ever before, and how technology can demonstrate value to the business.



November

- 16 ● Turkey | Istanbul | 150-200 Attendees
- 30 ● Turkey | Digital | 200-250 Attendees

IDC Women Transforming Technology Summit

LEADERS OF THE SUSTAINABLE FUTURE

Over the past decade, the pursuit of diversity and inclusion (D&I) has gained considerable momentum, shining a light on the critical role of women in technology. Globally, many women have assumed leadership positions in the industry with great success, confirming the belief that diverse organizations perform better, hire better talent, have more engaged employees, and retain workers better than those that do not focus on D&I.

As more females embark on careers in the tech industry to shape an inclusive, adaptable, and sustainable world, this summit will explore their role in overcoming the significant challenges of sustainable transformation, particularly as it has become a business imperative for many organizations around the world.



December

- 7 ● Sub-Saharan Africa | Digital | 100+ Attendees
- 13 ● Middle East | Digital | 300+ Attendees



For more information, please contact:

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