

MEDIA KIT 2025 EVENTS

Lynchpin
Media



WHAT WE DO

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in EMEA, APAC, North America and LATAM.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience, we are

better informed to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements.

In a nutshell we: **Create** original thought-leading content, **engage** with senior IT and business leaders globally, and **deliver** powerful campaigns and targeted leads.

OUR BRANDS



CIO Middle East



CIO Europe



CIO APAC



CIO Africa



CIO North America



CIO LATAM

INTELLIGENT
— CIO —
Providing Unparalleled Technology Intelligence

Intelligent CIO
Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.



Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.



Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.



Intelligent Tech Channels



Intelligent Tech Channels LATAM

Intelligent Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.



Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.



Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.



Intelligent Build.tech

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.



Intelligent Health.tech

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.



Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.



ABOUT LYNCHPIN MEDIA EVENTS

OUR EVENTS ARE BUILT WITH PASSION,
PRECISION AND TEAMWORK



ynchpin Media events supports our CXO programmes – CXO Vision, CXO Communities and CXO Priorities – to bring the C-suite together.

We offer a 360° service where we can be as much or as little involved in the event. What makes us different from other event service companies is we not only execute the event, but we can attract and guarantee the attendance of your target market.

We pride ourselves on stewardship of attendees and that's what makes us unique.

Whether you are looking to bring key-decision makers together to share knowledge in an intimate round table or spread the message more widely in an interactive webinar, our team can build event packages based around individual requirements.

We can help facilitate and execute events in a range of formats and sizes across our regions to promote engagement and help you build meaningful interactions with your target market, either in person or virtually.

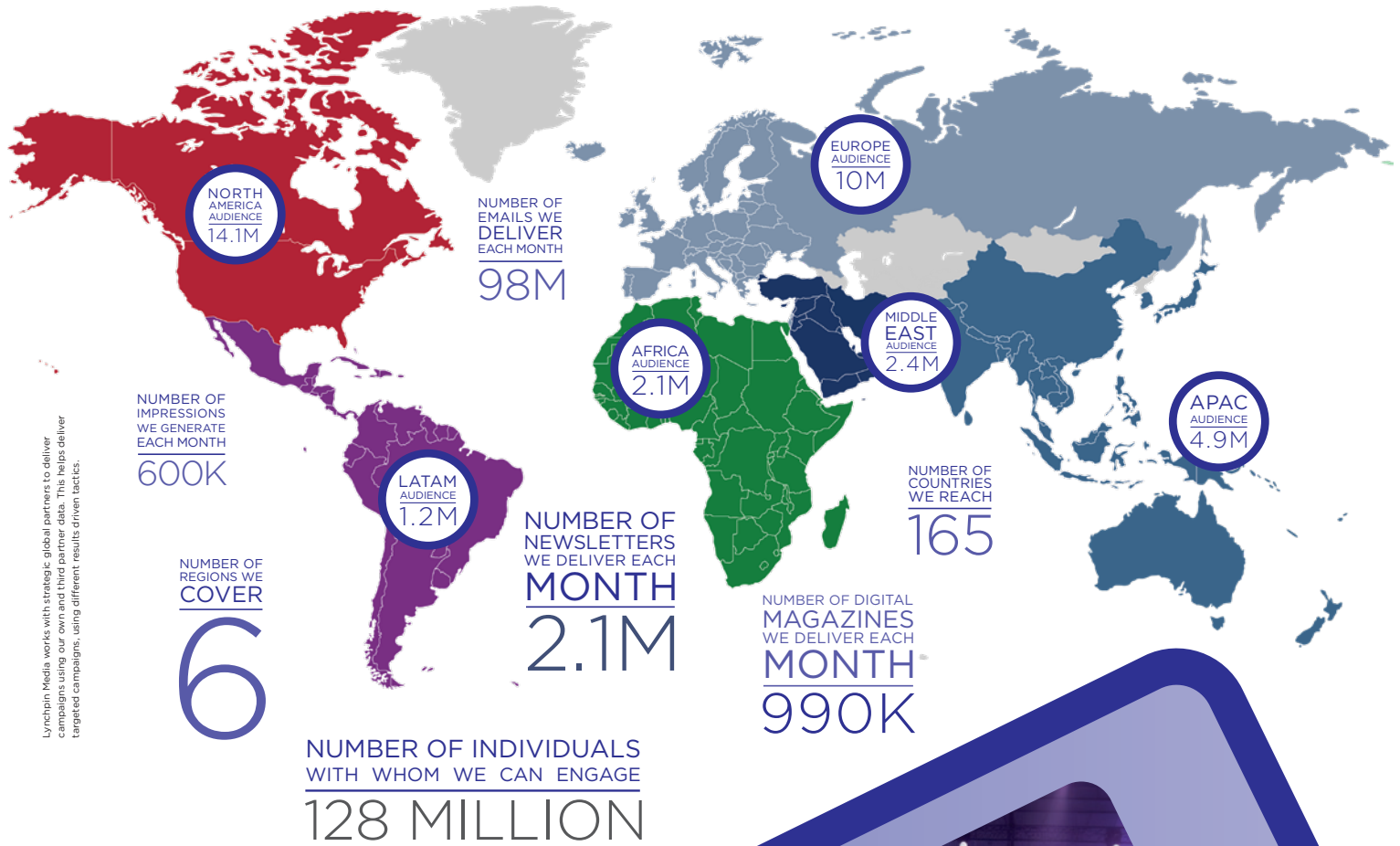




We work closely with our clients to gain a deep understanding of their strategic goals in order to create live and virtual event experiences which engage audiences and deliver ROI.

Our events are supported by our skilled in-house teams who can create compelling content, design impactful branding and marketing resources to ensure your event leaves a lasting impression. Clients are continuously updated throughout the event planning process, and we will nurture and steward your leads from registration until the event has concluded.

NUMBER OF REGIONS WE COVER



Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.



WHAT EVENTS CAN WE DELIVER?

LIVE EVENTS

In person events that can take place on one day or over several.

VIRTUAL EVENTS

We can host events in real time but via a virtual meeting platform.

HYBRID EVENTS

We can live stream in person events so an online audience can participate in live discussions.

ROUND TABLE DISCUSSIONS

- Executing a roundtable will give your audience the opportunity to ask questions and connect with key speakers.
- We ensure the right people are in attendance based on the topic you want to discuss and your attendee criteria.
- We can organise your roundtable in person or virtually and ensure the online platform or venue hired enhances the experience for the attendees.

NETWORKING EVENTS

- We can produce innovative networking events to deliver outcomes that are both productive and engaging. By advising the client on distinct networking activities and orchestrating themed events, we can help you to establish and nurture positive professional relationships.
- We can suggest unconventional venues that will create the perfect environment for fostering organic interactions.

WEBINARS

- A webinar represents a great way to engage with prospective customers. We work with a platform that will enhance the experience of the attendee ensuring they are engaged throughout, able to ask live questions, take part in polls and feel their voice is heard.
- We capture data throughout the event and provide this to the client, including those that interacted the most with the webinar to help develop qualified leads for your sales funnel.

CONFERENCES

- Conferences can be complex and stressful – let us create a conference which will leave your audience educated and inspired.
- Impress your delegates with innovative workshops and breakout sessions, where we can convey your message and content innovatively and professionally throughout the entire day.

PRODUCT LAUNCHES

- We take care of everything so you can concentrate on what is most important, the achievement itself.
- We are innovative and pride ourselves on thinking outside of traditional methods. Your launch activity should be exciting and serve as the foundation of a successful sales and marketing initiative. Let us springboard your product into the market that matter most leaving them with a memorable impression.

ROAD SHOWS

- A road show is a smart way of expanding and strengthening your brand awareness. We can source venues, liaise with relevant authorities, create branding and content, manage audience acquisition and more. We work with you to bring your vision to life, getting you in front of the people you

want to be seen by and reminding them of the benefits your product or services offer.

- We handle the planning and management from your initial idea to the event execution.

CUSTOMER AND CLIENT APPRECIATION EVENTS

- We can create bespoke events such as gala dinners and award ceremonies should you want to reward and recognise, network, fundraise or increase brand awareness in a relaxed and fun environment.
- Your event will be memorable from invitation until the moment the guest departs the event.
- We find venues that are unique, entertainment that is electric and design décor to the highest standards.

Can't see what you're looking for? We can transform your idea into reality so if you do not see your type of event listed here, please contact the events manager on jodie@lynchpinmedia.com



WHAT CAN WE OFFER?

Each event will be tailored to the client, therefore not all the below will be applicable.



REACH OUT TODAY

Please contact jodie@lynchpinmedia.com to arrange a meeting to discuss your next event.