

# 2020 Calendar

## Online Conference Series

www.idevnews.com/events

Integration  
developer news

Integration Developer News (IDN), launched in 2002, is a leading electronic newsletter (circulation 81,000) for Enterprise IT and business stakeholders working to build, deliver and manage digital transformation. IDN is the leading producer of Multi-Vendor Online Conferences. 100 events in the past 9 years.

### Online Conference Programs

- Application Architecture Summit
- Cloud Architecture Summit
- Enterprise Integration Summit
- Intelligent Data Summit

### Fast Facts

#### Overview

- Concept: 6-8 leading enterprise vendors present
- Audience: Large companies - 70% > 1,000 employees
- GEOs: 70% United States
- Production: Introduce IDN to your speaker & we take over

#### Format

- Online: Webinar Style - 30 minutes
- Recorded: 3 weeks in advance via telephone

#### Metrics

- Contact: You get all registrants contact info
- Attended: Who attended live
- Viewed: Who listened to your speaker
- Touched: Who viewed your white papers and demos

#### IDN Deliverables

- Includes: Speaking Opp & Complete Registration list
- Leads: 700 guaranteed - 800-900 average

### Past Participants

## Multi-Vendor Online Conferences

### Enterprise Integration Summit

**Broadcast Dates** MAR 26 • AUG 27 • DEC 10

<b>Recent Event Stats *</b>		<b>Demographics</b>	
Registrations	1,175	Project Manager	31%
USA	77%	C-Level, VP, Director	34%
>1,000 employees	74%	Developer	24%
		Operations	9%

### Cloud Architecture Summit

**Broadcast Dates** JUN 11 • OCT 22

<b>Recent Event Stats *</b>		<b>Demographics</b>	
Registrations	922	Project Manager	33%
USA	74%	C-Level, VP, Director	28%
> 1,000 employees	70%	Developer	26%
		Operations	9%

### Intelligent Data Summit

**Broadcast Dates** FEB 20 • JUL 23

<b>Recent Event Stats *</b>		<b>Demographics</b>	
Registrations	1,062	Project Manager	36%
USA	72%	C-Level, VP, Director	32%
> 1,000 employees	67%	Developer	21%
		Operations	7%

### Application Architecture Summit

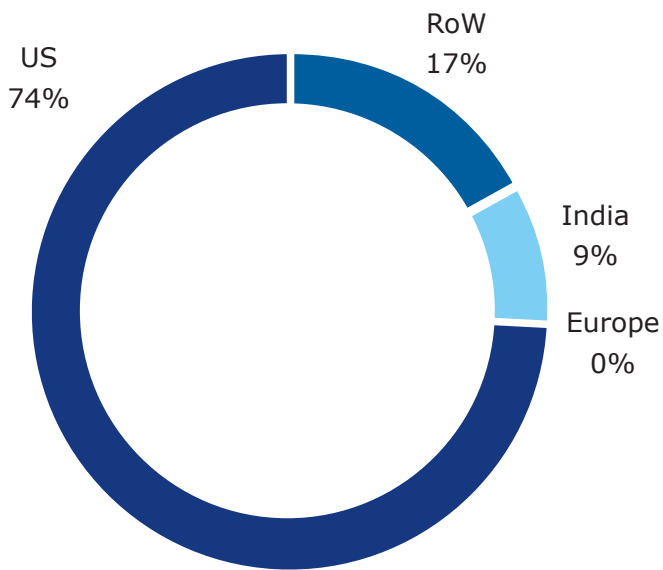
**Broadcast Dates** APR 23 • SEP 24

<b>Recent Event Stats *</b>		<b>Demographics</b>	
Registrations	1,123	Project Manager	31%
USA	71%	C-Level, VP, Director	31%
> 1,000 employees	69%	Developer	27%
		Operations	7%

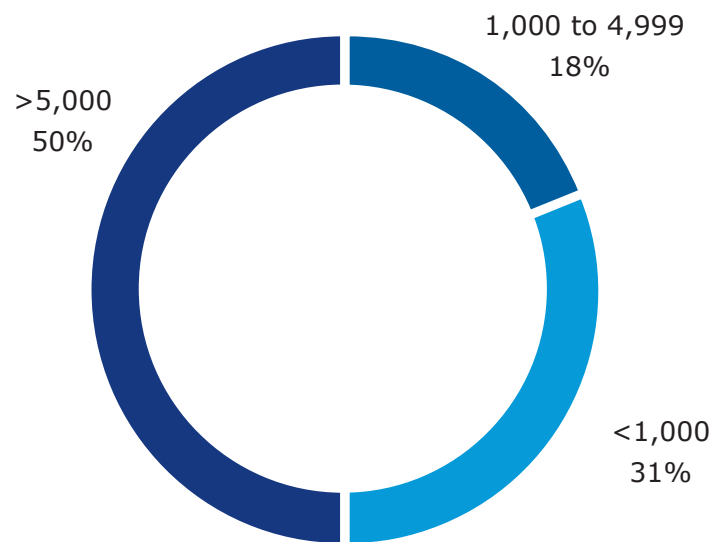
\* Based on the last 2 events

Averages Over Past 6 Shows

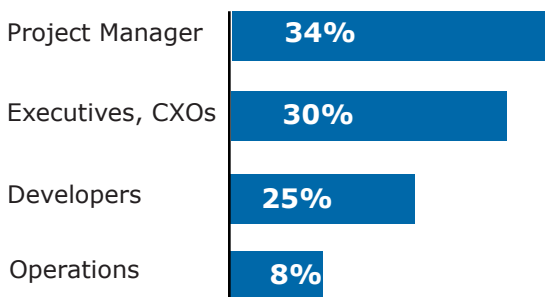
## GEO Regions



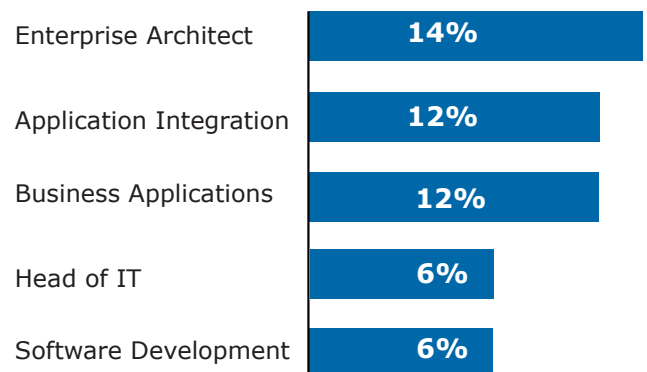
## Company Size - Employees



## Job Levels



## Job Functions



## Multi-Vendor Online Conferences

### Q1 2020

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- January 23**      **Cloud Architecture Summit**  
Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps • Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
- February 20**      **Intelligent Data Summit**  
AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
- March 26**      **Enterprise Integration Summit**  
API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

### Q2 2020

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- April 23**      **Application Architecture Summit**  
Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
- June 11**      **Cloud Architecture Summit**  
Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps • Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security

### Q3 2020

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- July 23**      **Intelligent Data Summit**  
AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
- August 27**      **Enterprise Integration Summit**  
API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security
- September 24**      **Application Architecture Summit**  
Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

### Q4 2020

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- October 22**      **Cloud Architecture Summit**  
Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps • Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
- December 10**      **Enterprise Integration Summit**  
API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security