



DIGITAL PROSPECTUS & ONLINE EVENTS CALENDAR 2021

A Partner, in and for the Defence Community



Our Vision

The defence enterprise is expanding as commercial industry and SMEs innovate and reshape future force design considerations. Public-private sector collaboration to solve the Defence community's most complex problems is therefore more important than ever.

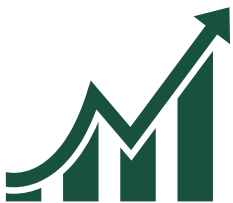
Defence iQ's digital platform can provide your business with those invaluable touch points from which to enhance your brand, demonstrate thought leadership, and connect with and educate a global network of military end users and government executives about your strategic vision and latest technological developments.

Across our portfolio of marketing, market intelligence and business development opportunities, our services are designed to meet your evolving needs and achieve new business growth. From large-scale online conferences, webinars, and B2B intelligent matchmaking, to our suite of bespoke digital solutions, we have the experience and resources to help your business grow in 2021 and beyond.

Your Objectives - Building a campaign to help you achieve your business goals

Accelerated Growth

For companies looking to enter or expand within a target market, we can develop and execute campaigns that drive market penetration.



Our services:

- **Strategy development** - Identify the right audiences and channels to drive growth
- **Customised campaigns** - Deliver defined passive, marketing and sales qualified leads
- **Account-based marketing campaigns** - Focus on your top customer and prospect accounts

Build New Business

For companies looking to identify active opportunities and be front-of-mind when prospects have a new requirement.

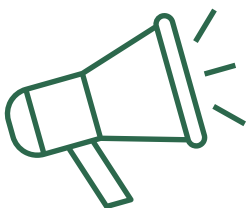


Our services:

- **Lead Qualification and Profiling** - Gain insight into prospect's needs, budgets and timelines
- **Customer Engagement** - Taking a leading role in an interactive discussion group to engage and discover prospects' challenges and learn how to position your offering
- **Client Acquisition** - Participate in 1-2-1 meetings with senior decision makers who have capability development needs that you can support

Make your message resonate

For companies looking to educate, impress and engage prospects to show how your solutions can solve problems.



Our services:

- **Data Driven Insights** - Obtain insights into customers' needs to help inform your campaign strategies
- **Speaking opportunities** - Share your expertise and success stories with an engaged audience, helping you communicate your brand value and build relationships
- **Content Curation and Partnerships** - Create high value content which will position your brand as a thought-leader and deliver engaged responses
- **Content Distribution** - Optimise engagement with your content via our tailored multiple touch point distribution channels

Our Network

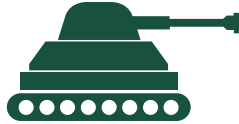


109,000+

Global Defence Database



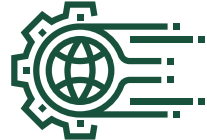
37,000+
Air



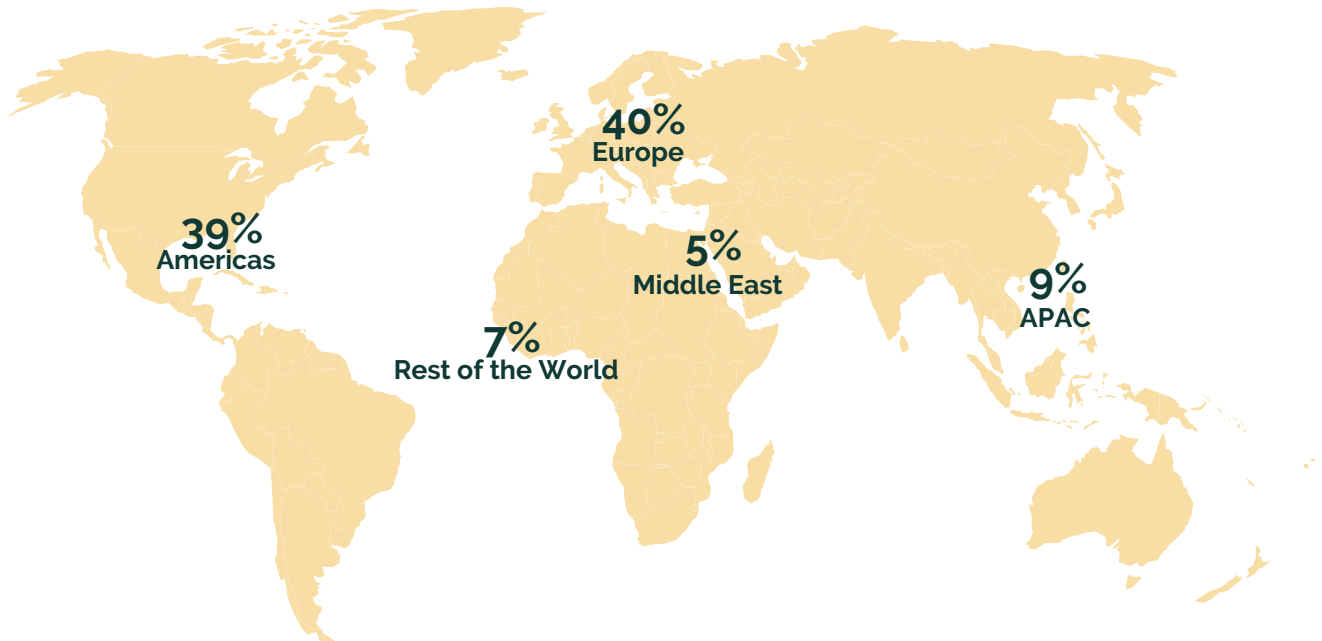
26,000+
Land



37,000+
Naval



9,000+
Other



21,000+
Members



18,500+
E-newsletter Distribution



30,000+
Social Media Followers

"One of the advantages of attending Defence iQ events is that the military get to describe our challenges... and then our industry partners can give us an idea of what is in the realm of the possible - what technologies are out there - and then as we give them requirements, they can give us possible solutions."

General Perkins, Former Commanding General, US Army TRADOC

Connecting you with prospects at every stage

Passive Lead Generation

Build brand awareness within your target market and maximum passive lead generation

- **Content syndication** and distribution via DefenceiQ.com
- **Branding** on the DefenceiQ.com website
- **Email marketing** campaigns to a highly relevant prospect database

Prospect Lead Generation

Build brand awareness within your target market who have specifically expressed an active level of interest in a particular topical area

- Co-author a **Whitepaper** or **Scripted Interview** with the Defence iQ Editor
- Lead a **Digital Transformation Webinar** and access audience analytics
- Sponsor the production of a **Post-Event** or **Market Report**
- Take a **virtual exhibition stand** at a market-leading online conference

Marketing Qualified Lead Generation

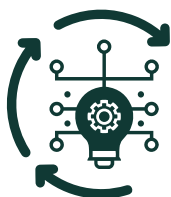
Build credibility and understanding of your capabilities with prospects through multiple touch points and engagements

- **Gain insights** for future campaigns with interactive **polling and Q&A**
- Demonstrate thought leadership at an online conference **speaking engagement**
- Influence the market by participating in **panels and discussion groups**
- Receive contact details of your **session's attendees** and downloads of your organisation's content for follow up

Sales Qualified Lead Generation

Engage directly with prospects from your target market that have been profiled and qualified

- Use our AI-powered **B2B matchmaking** to help you make the right connections
- Organise **private and secure video** meetings during our events to build rapport and relationships with senior prospects
- Join closed-door **round table meetings**
- Host an exclusive **virtual reality** engagement



Speak to our team



Activate your campaign



Collect your leads

Digital Transformation in Defence Webinar Series

January

International Armoured Vehicles
Surface Warships and Support Ships
Smart Bases
Predictive Maintenance & Digital Twins

February

Additive Manufacturing for Defence & Aerospace
International Military Helicopter
Blockchain
Multi-Level Security

March

Military Flight Training
MDC2 & ISR Week
Combat Support Week
IoBT / DIoT
The 5G Revolution

April

CABSEC-SAMSEC
Air Power Eastern Europe
Disruptive Technologies for Defence Transformation
Counter-UAS
Swarm Technology

May

Oil and Fuel Supply Chain Security
Soldier Lethality & Infantry Firepower
Soldier Performance & Biotechnologies
Augmented Reality & Virtual Reality

June

Artificial Intelligence
Data Visualisation
Offshore Patrol Vessels
Land Forces Training

Online Conference & Meetings Series

July

Countering Drones
Drone Swarms

August

Hypersonics
Directed Energy Systems

September

Counter Deep-Fakes
Smart Cybersecurity
Long Range Precision Fires
Big Data for Defence
C2ISR and Family of Systems Discussion Group

October

Cloud for the Defence Enterprise
Edge Computing
Next Generation Combat Vehicle Discussion Group
Future Vertical Lift Discussion Group
Additive Manufacturing Round Tables
Future Borders

November

Unmanned Ground Vehicles
Unmanned Undersea Vehicles
Assured PNT
Army Networks

December

AI for Procurement
Supply Chain Security
Military Flight Training Round Tables

Series Overview:

This online conference series will deliver two-day and three-day online conferences to support Defence iQ's leading brand communities such as Full Spectrum Air Defence, Additive Manufacturing, Surface Warships and ISR. The series will also respond to the recent Memorandum of Agreement between the UK and U.S. that presents new opportunities for closer collaboration in innovative technology development, operational problem-solving and industrial cooperation to advance the capabilities of British and American land forces.

- Participants can expect a deep-dive into the support programmes, regulatory changes and experimental technologies changing approaches and processes in traditional spaces and also:
- Enable the exchange of programme delivery expertise across military-industry and allied partnerships and support the outreach and messaging objectives of key acquisition and innovation stakeholders
- Provide a platform for industry to inform and educate defence leadership as to the latest developments in cutting edge technologies driving the modernisation of platforms and systems
- Invite end-to-end capability development discussion by exploring the training and doctrine, requirements generation, operational and materiel perspectives of each Army modernisation priority area, at both unilateral and bi-lateral levels

These opportunities will provide you with the latest information on the technologies advancing and disrupting these sectors and give the community the chance to meet more regularly throughout the calendar year, in support of campaigns and relationship-building related to Defence iQ's largest events and these modernisation priorities.

Partnership Opportunities

- **Demonstrate your thought leadership** with a keynote address, case study presentation or join a panel discussion
- **Make an impact** with a bespoke virtual booth
- **Engage and connect** with delegates with the event's video call and chat functionality

Thought Leadership Package:
20 minute speaking slot

Virtual Exhibition Stand

Influencer Package:
Panel Discussion participation

Branded Delegate

All partnership opportunities include the Online Event Attendee List.



If you would like to sponsor the Online Conference & Meeting series, please get in touch with us to discuss.

2021 Online Conference & Meetings Calendar

January

International Armoured Vehicles
Surface Warships and Support Ships

July

Countering Drones

February

Additive Manufacturing for Defence & Aerospace
International Military Helicopter
Combat Support Week

August

Online conferences resume in September

March

Military Flight Training
MDC2 & ISR Week

September

Long Range Precision Fires
Big Data for Defence
C2ISR and Family of Systems Discussion Group

April

CABSEC-SAMSEC
Air Power Eastern Europe
Disruptive Technologies for Defence Transformation

October

Next Generation Combat Vehicle Discussion
Group Future Vertical Lift Discussion Group
Additive Manufacturing Round Tables
Future Borders

May

Oil and Fuel Supply Chain Security
Soldier Lethality & Infantry Firepower

November

Assured PNT
Army Networks

June

Offshore Patrol Vessels
Land Forces Training

December

Military Flight Training Round Tables



Subscription to Digital Transformation in Defence Webinar Series

The Digital Transformation in Defence webinar series will provide market intelligence and capability alignment opportunities for Market Analysts, and Marketing professionals respectively, while also providing strong analytics on user engagement for Business Development professionals.

Participation for the Military and Government will always remain free, in order to ensure maximum End User access and engagement and to further our ambition to support the transformation agenda. As a vendor or solution provider, you can access this webinar series as a delegate, on a subscription basis. Simply choose the months you would like to participate in and we will send you access details for the Webinars taking place in those months.

Subscription:	Includes:	Value:
Six Month	12 Webinars	£1,499
Annual	24 Webinars	£1,999
Enterprise License	24 Webinars	Please Enquire

If you would like to subscribe the Digital Transformation in Defence webinar series, please get in touch with us, enquire@iqpc.uk to discuss.

2021 Webinar Calendar

January Smart Defence Jan 1.0 - Smart Bases Jan 2.0 - Predictive Maintenance & Digital Twins	July Defence Materials Jul 1.0 - Semiconductors Jul 2.0 - Advanced Materials
February Security and Data Transfer Feb 1.0 - Blockchain Feb 2.0 - Multi-Level Security	August Novel Weapons Aug 1.0 - Directed Energy Aug 2.0 - Hypersonic Missiles
March Networks and Communications Mar 1.0 - IoT / DIoT Mar 2.0 - The 5G Revolution	September Digital Forensics and Cyber Sep 1.0 - Counter-Deep Fakes Sep 2.0 - Smart Cybersecurity
April Drones Apr 1.0 - Counter-UAS Apr 2.0 - Swarm Technology	October Cloud Oct 1.0 - Cloud for the Defence Enterprise Oct 2.0 - Edge Computing
May Readiness May 1.0 - Soldier Performance & Biotechnologies May 2.0 - Augmented Reality & Virtual Reality	November Unmanned Vehicles Nov 1.0 - Unmanned Ground Vehicles Nov 2.0 - Unmanned Undersea Vehicles
June Intelligence Analytics Jun 1.0 - Artificial Intelligence Jun 2.0 - Data Visualisation	December Acquisition and Supply Chain Dec 1.0 - AI for Procurement Dec 2.0 - Supply Chain Security

Concept

The digital transformation of defence will be a complex, multi-dimensional and iterative process of continual, whole-of-force capability modernization and enterprise integration, accompanied by core innovation accelerators such as AI, IoT, robotics, data analytics, and blockchain. Crucially, this will not be a purely technological undertaking. Culture, leadership and processes are adapting to build an enterprise that is foundationally agile and better prepared to rapidly identify, develop, test, scale and integrate new technologies continuously, and faster than our adversaries.

The technology industry is uniquely positioned to help Defence navigate the complexity of fundamentally transformative bleeding-edge technologies by aiding problem identification/solving processes and demystifying the technological elements of implementation. Indeed, industry partnerships form a core pillar of many Defence organisations' innovation and digital transformation strategies today, highlighting the need for increased knowledge sharing within and across different commercial, academic and scientific sectors as part of a wider, networked 'innovation ecosystem'.

Defence iQ's 2021 Webinar Series is designed to take the defence community on a virtual digital transformation and disruptive technology journey.

Each online event will bring thought leaders from traditional and non-traditional defence industry, SMEs and start-ups to share their expertise with defence customers and military end-users about the development and application of some of the most innovative technologies emerging today, as well as advise on core requirements, security considerations and future technology implementation.



These webinars will be made available to military, government and academic personnel for FREE. Industry can join via an annual fee which includes access to the 24 webinars across the year, on-demand catch up of those webinars, and access to an executive summary that will be produced after each.

Alexander Stephenson,
Editor & Deputy Divisional Director, Defence iQ

Partnership Opportunities

If you would like to sponsor the Digital Transformation in Defence webinar series, please get in touch with us, partner@iqpc.co.uk to discuss the following.

Package	Includes:
Webinar Partner	- Panel participation at 1 Webinar - Audience analytics 4 Passes for your organisation - Branding on the live webinar and all promotional content
Monthly Partner	- Panel participation at 2 Webinars - Audience analytics 10 passes for your organisation - Branding on the live webinars and all promotional content 1 month of iQ branding
Series Partner	- Panel participation at 6 Webinars - Audience analytics for entire series 20 annual passes for your organization - Branding on all live webinars and all promotional content 365 Defence iQ branding

Case Studies:

HYPERSONIC **WEAPON SYSTEMS**

Hypersonic Weapon Systems Online Conference generated outstanding levels of attendance and engagement from the highly specialised community. [Read the full case study here.](#)

 **270**
Live Attendees

 **83%**
Engagement Rate

 **62%**
Attendee Conversion

 **131**
Questions Asked

" This event was extremely valuable to me both professionally and personally. Professionally in the work that we do with Weapon Systems; and personally, this format addressed 99.9% of the accessibility challenges myself and others face each day, especially in events of this type. "

E3, Engineer, Naval Surface Warfare Center Dahlgren Division

DISRUPTIVE TECHNOLOGY FOR DEFENCE TRANSFORMATION

At Disruptive Technology for Defence Transformation online event, attendees used advanced profiling and AI powered matchmaking service to help them make the right connections. [Read the full post event report here.](#)

 **755**
Meeting Communications

 **591**
Chat Messages

 **164**
Meeting Requests

 **76**
Accepted Meetings

VIRTUAL REALITY MEETINGS

Defence iQ is currently looking for partners to join them in the development of events that support face-to-face meeting in a fully virtual environment.

If your organisation is VR-capable and you have access to a virtual reality headset, please enquire and we can arrange to meet in virtual reality to explore how this technology can facilitate the most engaging and immersive business meeting experiences, anywhere in the market.



" COVID-19 has forced us all into a 'new world' where digital experiences are now entirely normal. The Defence industry, whilst leading technology and innovation in some senses, has typically been quite traditional when it comes to marketing and communications. Now is the time to evolve! "

Head of Strategic Marketing and Communications



Other Digital Opportunities

Generate top of the funnel leads and build awareness with content syndication and digital advertising



41,000+
Page views per month



24,000+
Users per month

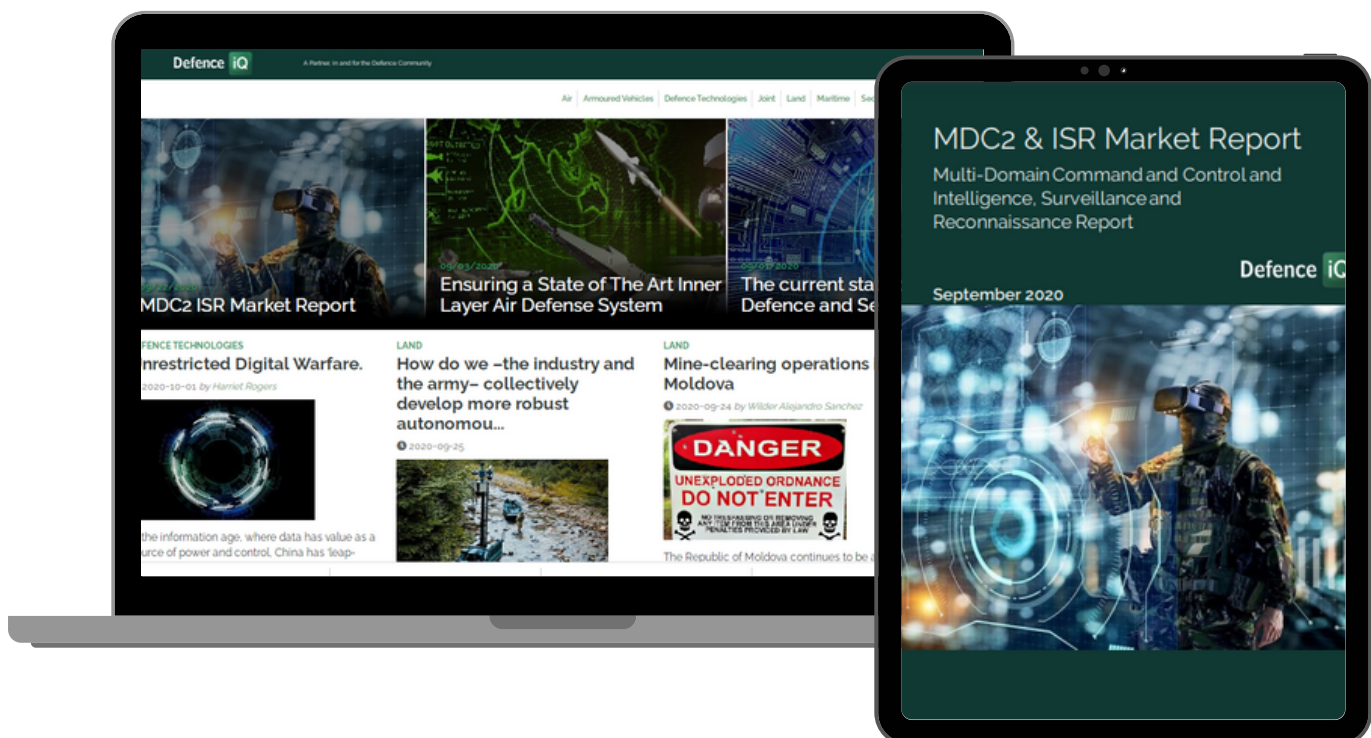


11,000+
Annual Content Downloads



1,600+
Weekly advert impressions

Package	Value	Per Month
Content Syndication Piece Provided by sponsor	£5,000	2
Content Syndication Piece Whitepaper or Scripted Interview developed by Defence IQ	£8,000	1
Digital Advertising on DefenceiQ.com	£1,500	1
Post-Event Report Sponsorship	£8,000	1
Market Report Sponsorship	£10,000	1



Defence YOUR TRUSTED PARTNER

Who we work with



Defence NEXT STEPS GET IN TOUCH



Speak to our team

If you are interested in participating in any of the Defence IQ opportunities, get in touch today with your business objectives and our expert team will guide you through our solutions.

✉ partner@iqpc.co.uk

We look forward to working with you in 2021.