



**CIO**  Alliances

**CISO**  Alliances

**CDO**  Alliances

**CXO**  Alliances

**DIGITAL**  MARKETING Alliances

**CMO**  Alliances

# THE PLAN

'EVERYBODY WANTS TO LEARN'

LEIGH THOMAS

FOUNDER & DIRECTOR

CIOSA16

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PROTEA FIRE & ICE

*Alliance - 'A union or association formed for mutual benefit, especially between countries or organisations'*

# WHY?

- This isn't about me – Don't act so surprised!
- The 'Events' Industry
  - End users & Business development
- Drivers and appetite, some frustrations
- Money comes and goes, time is precious



## CIO Alliances



Where are the end user community we should reach?

What are the educational requirements? Subject Matter



## YOUR OPINION MATTERS?

Which vendor partners are the more established and is there room for innovative and disruptive technology?

Is this format the right platform to learn?

# FINDINGS - ATTENDEES



- Attendees – Executives who are influencing and making decisions in enterprise IT & business
- Seniority is key to ensure there is no disconnect within the discussions and discussions are kept peer on peer

# FINDINGS - CONTENT



- Content – Must be aligned with the regions challenges around IT.
  - The hard work must come from the organiser in aligning the audience with the relevant areas of learning they want
- End user driven – Challenges and discussion points must come from the CIOs in attendance and not dictated by the organisers research or vendors.
- Content must be delivered in an engaging manner.



# FINDINGS – VENDOR PARTNERS

- Vendors – On too many occasions the vendor community are investing heavily into numerous events in Africa without understanding what the audience/ region wants to know.
- The Alliance will only work with recommended vendors to join in with the end user driven format of discussion and debate to help them better understand where their solutions and technology can help.

- **Vendor Community – Please Note**

- A respected way of communicating this is through regional case studies.
- Please engage with CIOs in the end user driven content to understand the pain points better

2017 - 2020

## **CIO** Alliances

- CIO** Alliance Southern Africa
- CIO** Alliance East Africa
- CIO** Alliance West Africa

## **CISO** Alliances

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2020 - 2022

## **CXO** Alliances

## **CDO** Alliances

## **DIGITAL MARKETING** Alliances

A 5+ Year sustainable plan of C-Suite, high-end, end-user driven and aligned meets for senior decisions makers.

THANK YOU



Please register your interest at

[www.cioalliances.com](http://www.cioalliances.com)

Tel: +44 (0) 1 443 406661

Cell: +44 (0) 7448 734336

[Leigh.Thomas@alliancemediagroup.co.uk](mailto:Leigh.Thomas@alliancemediagroup.co.uk)