

**reach key information technology and innovation leaders**

Senior Vice-President Chief Information Officer (CIO) Chief Innovation Officer Vice President of IS IT Portfolio Manager  
Program Director Strategic Planner Enterprise Architect Information Systems Manager Business Architect IS/Technology Architect  
IS/Technology Planner Project Leader Information Architect Business Analyst Solutions Architect Consultant



**in Fortune/FP 500 and large government organizations**

US Dept. of Treasury • SAS Institute • GlaxoSmithKline • Aetna • Jet Propulsion Lab • State Controller's Office of California. • Fannie Mae • IRS • Lockheed Martin Corporation  
Pfizer Inc • JP Morgan Chase • International Civil Aviation Organization • Microsoft • National Research Council • Shell • Atomic Energy Canada • Federal Reserve Bank  
Starbucks Coffee Corp. • Verizon Business • UPS • University of Toronto • MetLife • Siemens • Nielson Media Research • The Royal Canadian Mint • Pratt & Whitney • SAP  
Revenue Canada • Sears • EDS • Imperial Oil • PriceWaterhouseCoopers • Office of Management & Budget • Xerox • Peace Corps • Boeing • Lexis-Nexis • USAA  
Exxon • US Mint • McDonald's • Nike • Westinghouse • Nokia Research • Gillette • Liberty Mutual Corp. • Sprint • Fujitsu Consulting • Dept. of Commerce • Seagate  
Congos Federal Reserve • Foreign Affairs • Dept. of National Defence • L.G.S. • RBC Financial Group • U.S. Geological Survey • Rochester Institute of Technology  
Treasury Board • Veteran's Affairs • CGI • LSI Logic Corp. • US Accounting Office • Northop-Grumman • Dept. of Education • NASA • Reader's Digest  
Royal Canadian Mounted Police • Dow Chemical • Bechtel • AT&T • White House

(partial list of clients)

**Be part of their experience.**

Connect with key decision-makers, planners, influencers and change agents through education programs.



**The right time. The right context.**

Intervista's executive education sponsorships provide a unique and respected editorial learning context, at a key moment in the solution selection lifecycle.

Deploy a sponsorship program that enables you to reach key prospects at **project-inception**, where you can best position your services, technologies and solutions. Intervista's executive education programs focus on leading enterprise IT planning, innovation and renewal initiatives, architectures, collaborative technologies, social media, and governance imperatives, including:

- Cloud Strategies
- Information as a Service
- Business Architecture
- Enterprise Architecture
- IT Portfolio Management
- Services Innovation
- Managing the Innovation Portfolio
- Leading Innovation Teams
- Open Innovation, Collaboration and Social Media
- Business Model Innovation

1 800 397 9744

[www.intervista-institute.com](http://www.intervista-institute.com)  
[www.innovationcultures.com](http://www.innovationcultures.com)

Reach key decision-makers and generate leads through Intervista's reputable CIO **weblecture** series.

## 1 Select your topic area

- Cloud Strategies
- Information as a Service
- Business Architecture
- Enterprise Architecture
- IT Portfolio Management
- Services Innovation
- Managing the Innovation Portfolio
- Leading Innovation Teams
- Open Innovation, Collaboration and Social Media
- Business Model Innovation

**Weblectures** are led by Intervista's well-respected faculty with option to co-present for annual sponsors.

## 2 Select your sponsor program

- Per title: \$10, 000 [single topic, 2 broadcasts]
- Annual: \$25, 000 [3 topics, 2 broadcasts each]

## 3 Position your brand with our e-marketing campaign

- E-mail marketing (linking your logo and slogan) to Intervista's highly qualified and target prospect and client base (15,000 IT Executives and optional 3500 Innovation Decision-makers x 3 broadcasts)
- E-mail marketing (linking your logo and slogan) to your client/prospect base (up to 10,000)
- Annual sponsors also get exposure in Intervista's ongoing executive education e-marketing campaigns

### Establish thought leadership with in-context marketing

- 2 intro slides on weblecture (intro and closing slide)
- Position your thought leadership within an executive learning context
- Annual sponsors can co-present educational/editorial content or real world case studies

### Generate qualified leads

- Lead reports on attendees and participants from live broadcasts
- Lead reports on downloads from on-demand version

Call us today at 1 800 397 9744 or [info@intervista-institute.com](mailto:info@intervista-institute.com)

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reach • connect • influence



## about **intervista**

Intervista Institute develops executive education programs and knowledge media on emerging concepts in enterprise strategy and innovation. Intervista's thought leadership enables enterprise transformation. Well-known for its CIO development programs, over 9000 executives and change agents have chosen Intervista's programs for strategic advancement. Our databased listing of principal executives in IT and business transformation reaches deep into the government and corporate sectors.

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