

**FINTECH
FUTURES**



BrightTALK
M E D I A P A C K 2 0 1 8

INTRODUCTION

In summer 2018, FinTech Futures joined forces with BrightTALK, a knowledge destination where over seven million business professionals come every day to consume content to self-educate and get better at what they do.

The partnership allows us to create and share webinars, videos and host online events with the combined extensive FinTech Futures and BrightTALK communities worldwide.

The FinTech Futures channel on BrightTALK is a fantastic opportunity for our clients to showcase their brand, products and services, expertise and thought leadership to a broad audience comprising finance and IT professionals from across the globe.

All views and interactions with the content are tracked and also reported to our clients, meaning we have full transparency of who is interested in the topic.



FINTECH FUTURES BRIGHTTALK CHANNEL



Custom webinars

We offer standalone custom webinars – hosted on the BrightTALK platform, on the FinTech Futures channel – with dates and subjects built around the customer needs.

FinTech Futures Digital Day

A one-day digital summit hosted on the BrightTALK platform, on the FinTech Futures channel – a mix of editorial and sponsored webinars around a specific subject, geography etc.

FinTech Futures Digital Week

A multi-day digital summit hosted on the BrightTALK platform, on the FinTech Futures channel – a mix of editorial and sponsored webinars, with several topics covered, and presenting a range of sponsorship opportunities.

Videos

When written word alone is not enough... we can create a video! The videos are tailored to customer needs and hosted on our channel on the BrightTALK platform.

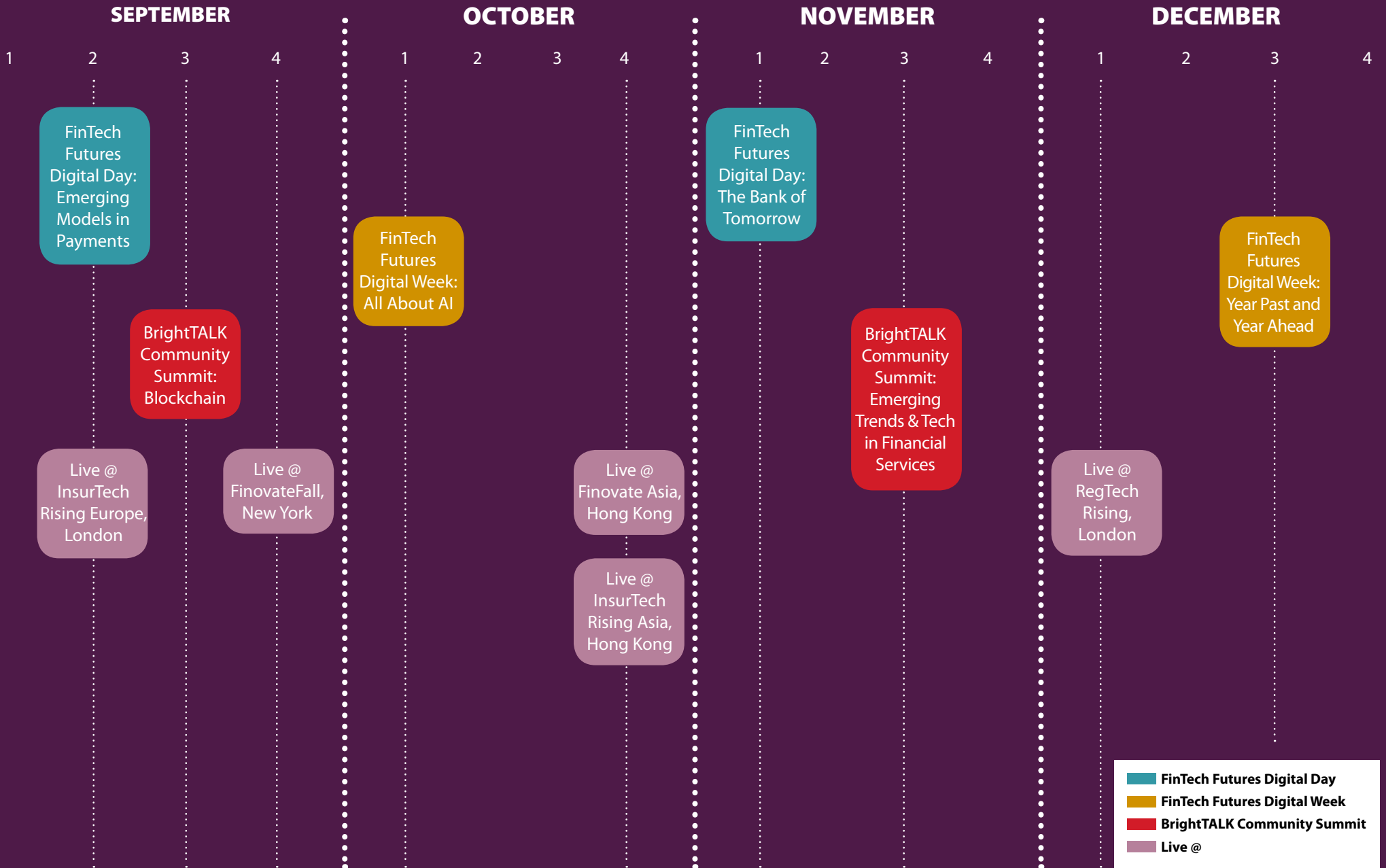
Live @

Live broadcast (as well as recorded videos) from Knect365 conferences, such as the Finovate, InsurTech Rising and RegTech Rising series. Hosted on the BrightTALK platform, on the FinTech Futures channel.

BrightTALK Community Summit

BrightTALK's own community summit, with FinTech Futures as key partner – a multi-day digital event that covers various topics and consists of a mix of editorial and custom webinars. The summits are hosted on the BrightTALK platform.

2018 calendar of FinTech Futures BrightTALK channel broadcasts



*Topics and dates are subject to change, and can be customised around customer's needs.

CUSTOM WEBINARS

We offer standalone custom webinars – hosted on the BrightTALK platform, on the FinTech Futures channel – with dates and subjects built around the customer needs.

Key benefits:

- Increased brand awareness
- Reaching the substantial FinTech Futures audience as well as the vast BrightTALK community
- Direct lead generation
- Reaching key decision-makers across the fintech sector
- Direct engagement with the webinar audience via live Q&A
- Extended value with an on-demand recording, hosted on the FinTech Futures channel on the BrightTALK platform and accessible via registration for further lead capture

Webinar package includes:

- A live or pre-recorded webinar, broadcast live on the date/time of your choice
- Live Q&A session between the attendees and your speaker(s)
- Assistance from our editorial team in the process of creating the webinar and providing a moderator for the live broadcast
- Extensive digital marketing campaign
- Hosting of the webinar on our website and the BrightTALK platform

Guided price: £15,000*

*All prices quoted in this media pack are subject to VAT, where applicable

FINTECH FUTURES DIGITAL DAY

A one-day digital summit hosted on the BrightTALK platform, on the FinTech Futures channel – a mix of editorial and sponsored webinars around a specific subject, geography etc.



Key benefits:

- Increased brand awareness
- Reaching the substantial FinTech Futures audience as well as the vast BrightTALK community
- Direct lead generation
- Reaching key decision-makers across the fintech sector
- Direct engagement with the webinar audience via live Q&A
- Extended value with an on-demand recording, hosted on the FinTech Futures channel on the BrightTALK platform and accessible via registration for further lead capture

Digital Day package includes:

- Live or pre-recorded webinars
- Live Q&A session between the attendees and your speaker(s)
- Assistance from our editorial team in the process of creating the webinars and providing a moderator for the live broadcast
- Extensive digital marketing campaign
- Hosting of the webinars on our website and the BrightTALK platform

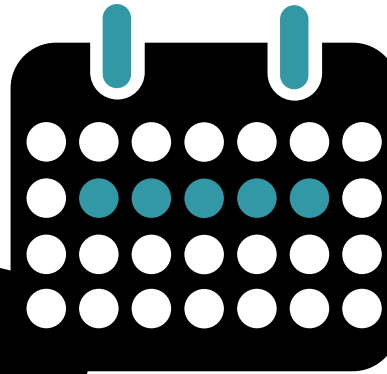
Guided price: £25,000 (single sponsor)

FINTECH FUTURES DIGITAL WEEK

A multi-day digital summit hosted on the BrightTALK platform, on the FinTech Futures channel – a mix of editorial and sponsored webinars, with several topics covered, and presenting a range of sponsorship opportunities.

Key benefits:

- Increased brand awareness
- Reaching the substantial FinTech Futures audience as well as the vast BrightTALK community
- Direct lead generation
- Reaching key decision-makers across the fintech sector
- Direct engagement with the webinar audience via live Q&A
- Extended value with an on-demand recording, hosted on the FinTech Futures channel on the BrightTALK platform and accessible via registration for further lead capture



Digital Week package includes:

- Live or pre-recorded webinars
- Live Q&A session between the attendees and your speaker(s)
- Assistance from our editorial team in the process of creating the webinars and providing a moderator for the live broadcast
- Extensive digital marketing campaign
- Hosting of the webinars on our website and the BrightTALK platform

Guided price: £10,000 (multi-sponsor)

VIDEOS & LIVE@

When written word alone is not enough...

FinTech Futures can provide you with a video!

Video interviews are an excellent opportunity to share your company's news and views, showcase products, services and expertise, raise brand awareness, promote product launches and generate a buzz around your presence at an industry show.

We offer video interview packages in the run up to, and during, key industry events throughout the year. Interviews are conducted by our editorial team, and can be filmed in advance as well as onsite during the show at your stand or on the exhibition floor.

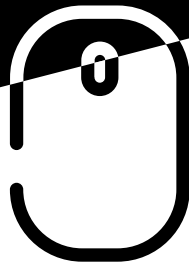
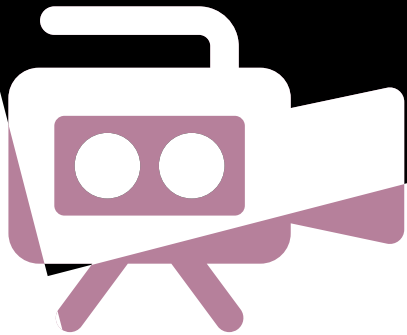
We can also create videos unrelated to specific events. These can be produced at any time, to tie in with your company's marketing strategy.

Interview package:

- Video interview with your company figurehead(s), filmed and produced by a professional videographer
- The video will be hosted on our website and the FinTech Futures channel on the BrightTALK platform
- You will be able to use the video for your own promotion and use

Get exposure through our platforms:

- Promotion in the daily newsletter
- Inclusion in the weekly bulletin
- Hosted on our channel on BrightTALK
- A highly visible placement online
- Promotion across social media channels



Guided price: £2,000 for videos

CONTACT US



EDITORIAL

Editor-in-Chief

Tanya Andreasyan
Email: tanya.andreasyan@knect365.com
Tel: +44 207 551 9010

Deputy Editor

Antony Peyton
Email: antony.peyton@knect365.com
Tel: +44 207 551 9010

Reporter

Henry Vilar
Email: henry.vilar@knect365.com
Tel: +44 207 017 5709

SALES

Head of Sales

Jon Robson
Email: jon.robson@knect365.com
Tel: +44 203 377 3327

ADDRESS

Maple House
149 Tottenham Court Road
London
W1T 7AD
UK

MARKETING

Marketing Manager

Irena Andrisevic
Email: irena.andrisevic@knect365.com
Tel: +44 207 017 5379

PRODUCTION

Design & Production Manager

Kosh Naran
Email: kaushik.naran@knect365.com
Tel: +44 207 017 7377