



2024 MEDIA PACK

Service Desk Institute: Inspiring the service desk & support community to be brilliant for 35 years

ENGAGE. CONNECT. GROW.

SERVICEDESKINSTITUTE.COM
partnerships@sdi-e.com



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Experience Events

Sharing the stage with leading industry experts, this is your chance to engage a live audience with your thought leadership on the latest hot topics.

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Take centre stage in front of a large audience of buyers looking for new ITSM tools and show them how your platform works. Engage, connect and sell!

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ITSM Tool Market Reviews

Market reviews to provide prospective ITSM buyers a one-stop shop for insight and information on the products and services they're looking to procure in 2023.

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Deliver your very own email campaign, message and branding to the inboxes of SDI's community contacts. Drive web traffic, downloads, event sign ups and more!

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Community News

Reach the inbox of over 40,000 community members every single month. Sponsor the full year of activity - but get in quick, this offer won't hang around long!

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Spark 2024

The in-person conference and expo is back! The chance for your team to meet the most engaged and active members of the SDI and ITSM community.

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Bespoke & Industry Research

Associate your brand with the industry's leading source of primary research statistics and be the leader in driving insight our community needs access to.

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Bespoke Content Creation

Looking for a new source of bespoke content for your channels to drive brand trust, brand interest, downloads and data.

UNITING THE INDUSTRY

For the past 35 years, The Service Desk Institute (SDI) has connected, inspired and supported the IT Service and Support community. A community that is continuously looking to enhance service provision, drive efficiency and increase value within their businesses.

Let SDI help you reach and engage this fantastic community of ours!



WHAT WE DO

SDI is passionate about providing best practice guidance, education, events, valuable research and insight to the ITSM industry. SDI is a place that IT service professionals head to for inspiration, building connections, gaining advice, staying up to date with the latest trends and software and equipping their service organisation to provide outstanding service - an information hub for the ITSM industry!

As a result, the partners who work with us through our variety of communication channels find they benefit immensely from the trusted reputation we have built with our brilliant community.

Working closely with key industry suppliers means we know what makes a highly effective marketing campaign, helping you to get the most from our up-to-date and responsive global audience.

We offer a wide choice of media options, tailored packages and promotional items, enabling you to reach your target audience through a variety of touch points.



SDI MEDIA REACH

Database of active IT professionals:

65,000+

Unique visits to SDI website page views each month:

29,000+

ITSM professionals following our social channels:

50,000+

Professionals attending SDI events each year:

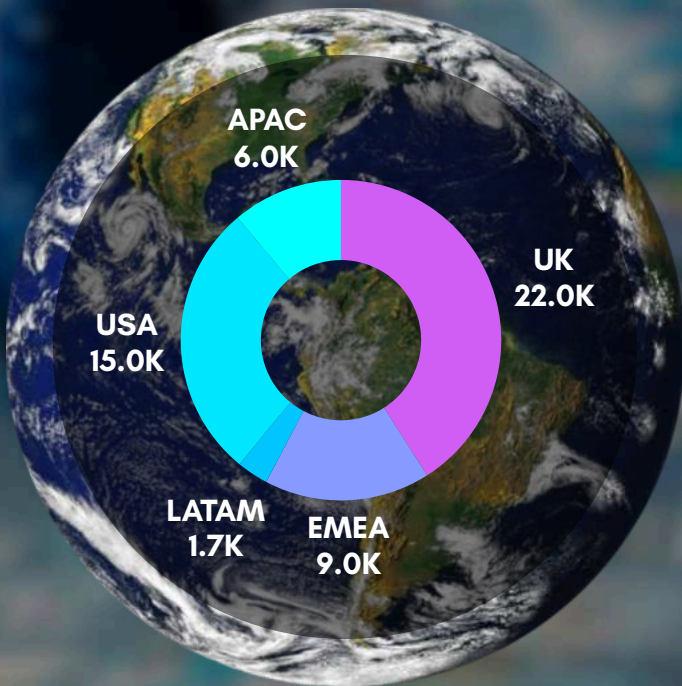
5,300+

We offer maximum flexibility, enabling you to select key criteria to tailor your campaigns to the most relevant audience for you. With segmentation options such as geographic location, seniority, industry sector and more.

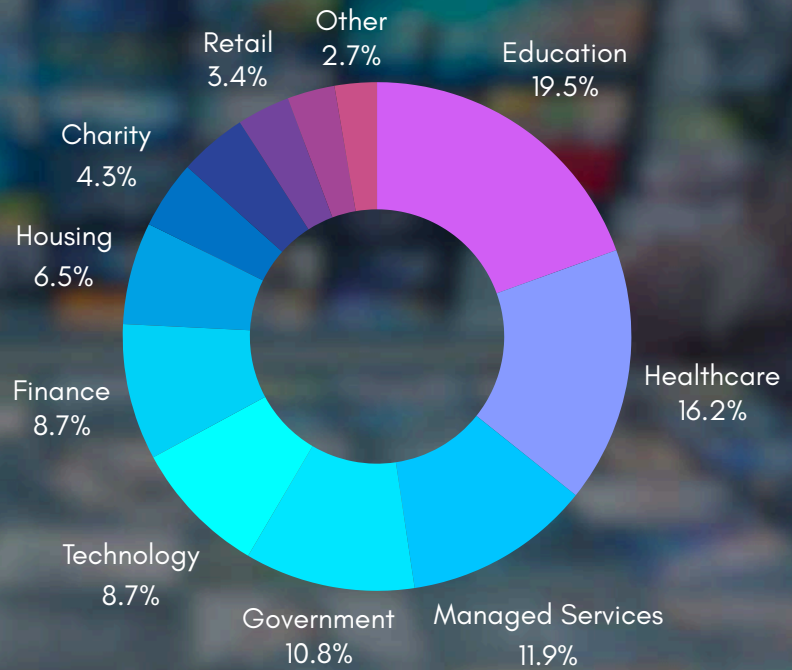
SDI MEDIA REACH

Tailor the email, webinar and social media campaigns to specific target markets across the globe with our active database

GEOGRAPHICAL BREAKDOWN



SECTOR BREAKDOWN



We can also segment our database by job title, as well as industry, seniority and other valuable bespoke target audience options

HR Job Titles	2226
Facilities Job Titles	1839
Finance Job Titles	375

*Details correct as of April 2023

SDI MEDIA REACH

SOCIAL MEDIA CHANNELS



TWITTER

5.6k+ Followers



FACEBOOK

1.2k+ Followers



LINKEDIN PAGE

12.4k+ Followers



LINKEDIN PRIVATE GROUP

30k+ Members



YOUTUBE

1.3k+ Subscribers



BRIGHTTALK

2.1k Subscribers

*Details correct as of June 2023



MEDIA PARTNER CASE STUDY



Freshworks have been sponsoring SDI events and utilising our media packages since 2015 and have been part of some of our most ambitious projects to date.

Sunny Singh

Senior Marketing Manager UK&I
Freshworks



"We wanted to work with someone who was respected, **who we looked to as an expert, and a channel for reaching experts** in the IT service management space. We were looking for someone who we could **share a rapport with** and get feedback and industry news from, **SDI are a great repository of information**. Engaging with SDI allows us to reach our target market."

"The experience has been really good. SDI have been super responsive. I'm able to speak quite openly with you guys if I feel something isn't quite right."

"One of my favourite projects we've done together is when we partnered for the SDI Awards live event. That was really cool. It allowed us to engage with your audience, **it gave us great brand awareness but it also allowed us to put our spin on things**. And on a personal note I got to interview someone from Formula 1!"

"Another thing is **SDI is up for thinking out of the box** - the reason why I wanted to do that particular event is I feel like everybody's a bit sick of webinars. So doing something that was slightly different and engaging, but still able to replicate what we do in-person but bring that online. I felt like we achieved that well."

"**We've always had success with your campaigns** so pretty much **the first thing in my plan is SDI** - obviously we look at ROI and make each decision carefully but we have a long term relationship, and **we've had great results overall so it's a no brainer. We do it because we know it works.**"

EXPERIENCE EVENTS £3,800+VAT

Leading-edge topics that solve current industry challenges! A varied selection of themes, each specifically designed for service desk and support teams to share experiences, best practice and shine a light on the latest trends. Curated by SDI, all of our virtual one-day events present an opportunity to engage with a live audience and a platform to share your thought leadership. Each event is recorded and made available for 12 months on SDI's BrightTALK channel, providing a great way to boost your organisation's exposure and connect with new prospects.

Pre Event

Your speaker on event agenda, logo on web pages and social posts. Logo and URL on event emails.

During Event

A 15-minute thought leadership presentation, plus 5 minutes of live audience questions. The opportunity to include a pre-arranged question with the event host, upload a landing page link or brochure, a chance to join the event closing panel discussion.

Post Event

Delivering on average **115** GDPR compliant opt-in leads immediately after the event. Your presentation is then hosted on SDI's BrightTALK Channel to extend the value, increase views and provide more leads. Logo and URL on post event emails.



These virtual events offer networking, engagement and speaking opportunities, attracting the most proactive service professionals in the industry, all looking to gain insight into how to improve, and stay up-to-date with products from software suppliers.

ITSM TOOL DEMO DAYS £3,950+VAT

These virtual events are designed to let service and support teams searching for new software solutions experience a full day of product demonstrations, all in one place. They allow an opportunity for the audience to ask live questions and engage directly with software vendors.

Pre Event

Your logo on event agenda and social posts. Logo and URL on event email correspondence and also displayed within event portal.

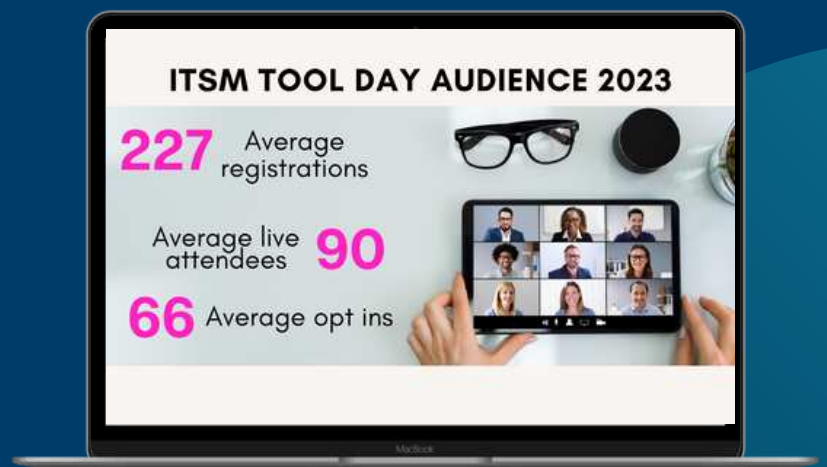
During Event

A 25 minute live demo presentation, plus live audience questions (via chat, managed by SDI) the opportunity to include a question pre-arranged with the event host, and to join the panel discussion led by event host.

Post Event

All recordings hosted on SDI's Brighttalk Channel, prolonging the value of the session and broadening the audience. Library of event resources retained online enabling you to reuse recordings. Logo and URL on post event email and GDPR compliant opt in leads.

These well-attended events are a great way to meet decision making software buyers from a variety of organisations on their journey searching for a new service tool. Usually featuring up to 8 software suppliers presenting the benefits and USPs of their product.



"We love the tool demo days! It's great for us to get straight in front of buyers and show them the software. I also think that the SDI host does a great job in presenting and really keeps them flowing."

Director, HaloITSM



ITSM TOOL DEMO DAYS USA EDITION \$3,950+VAT

A virtual tools demo day aimed at ITSM tool and service buyers in the USA. Held in the US timezone featuring US based speakers and suppliers. Date to be determined based on interest.

Pre Event

Your logo on event agenda and social posts. Logo and URL on event email correspondence and also displayed within event portal.

During Event

A 30 minute live demo presentation, plus live audience questions managed by the SDI host, the opportunity to include a question pre-arranged with the event host, and to join the panel discussion led by event host.

Post Event

All recordings hosted on SDI's Brighttalk Channel, prolonging the value of the session and broadening the audience. Library of event resources retained online enabling you to reuse recordings. Logo and URL on post event email and GDPR compliant opt in leads.

Well-attended internationally, extending these events to capture a US-based audience is a great way to meet decision making software buyers from a variety of organisations on their journey searching for a new service tool, in a single, rather than global, market.



BESPOKE WEBINARS £3,850+VAT

Be the centre of attention amongst SDI's community with your very own webinar presented through SDI's BrightTALK channel! You choose the date, provide the presenter and the content or co-present with SDI. We do the rest. No competing with other brands for opt ins or focus, your webinar will be bespoke to you and your goals. Suggest a topic that fits with a theme or product you're focusing on; base the webinar on a report, invite a customer to present a case study or allow SDI to take the lead on content if you prefer to provide a neutral speaker and theme. Make use of the recording after the webinar so it can live on your channels gathering views. We'll also add it to the SDI insight library on our website and share with our community via our social media channels.

Webcasts and video hosting on SDI's BrightTALK channel are also available to extend the reach of your pre-recorded content to our community.



KEY INFO*

AVERAGE REGISTRATIONS: 121

AVERAGE ON DEMAND VIEWS: 35

AVERAGE OPT IN RATE: 47%

RECOMMENDED DURATION: 40-50 MINUTES

*based on 2022 sponsored webinars Jan-Nov



NEW!



BrightTALK



Service Desk Institute

THE RISE OF SDI'S BRIGHTTALK COMMUNITY

SDI's BrightTALK channel is fast delivering significant added value to our community of service desk and support team professionals, as well as to our media partners.

Introduced as a new benefit for partners in 2022, webinar content remains on our channel for a full 12 months with an added GDPR tick box so you continue to gather opt in leads after live day and extend the reach and life of your content.

The growth of SDI's BrightTALK channel has been exponential and enabling you access to subscribers is unique to us; no other media partner in our space can offer you BrightTALK-as-a-service!



KEY INFO

*As of June 2023

CHANNEL SUBSCRIBERS: 2,131 (V. 46 IN DEC21)

PREDICTED SUBSCRIBERS: 2600 (DEC 2023)

SENIORITY: 61% MANAGER AND ABOVE

COMPANIES: 1,279

COMPANY SIZE: 40% 5K+ EMPLOYEES

COUNTRIES: 95

GEOGRAPHY: 44% UK, 15% USA, 8% INDIA, 33% ROW



BrightTALK



Service Desk Institute

MEMBERS OF SDI'S BRIGHTTALK COMMUNITY



OXFORD



Bestel.



Lifeboats

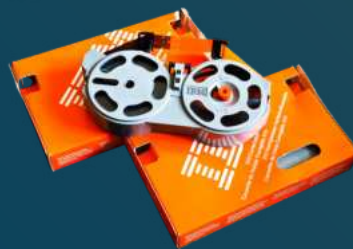


Domino's



WORLD BANK GROUP

FUJITSU



NHS



EY



World Health Organization

MARRIOTT BONVOY



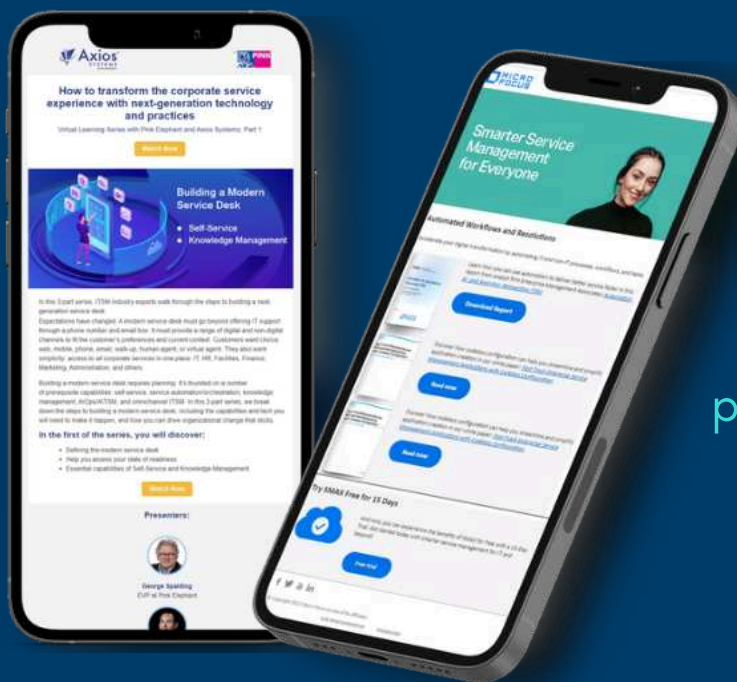
FedEx

SOLUS EMAILS £2,400-£3,500*+VAT

*Dependent on size of audience chosen

Solus emails enable you to deliver your very own message and branding in an exclusive email campaign delivered directly to the inbox of 7,000 or 15,000 contacts. Your email, branded with your logo and content will reach the key contacts who make the buying decisions within the service organisation.

Simply send us the html of your beautifully designed email and we do the rest! We'll send you a test, once approved we hit 'send' on your chosen time and date while you sit back and watch the traffic and leads roll in!



Let our database help you reach senior ITSM professionals around the world, across a broad range of sectors and service departments.

Average 20% click to open ratio [Jan-Oct 2022]
(Industry average click to open ratio = 9.8%)*

**IT tech and software services industry 2022, campaignmonitor.com*

REQUEST TO VIEW AN EXAMPLE SOLUS EMAIL FROM:

partnerships@sdi-e.com

COMMUNITY NEWS

FULL YEAR SOLE SPONSOR £18,000 +VAT, QUARTERLY SOLE SPONSOR £4,700 +VAT
MONTHLY SOLE SPONSOR £1,600 +VAT

The monthly email from SDI to our entire database, approx 48k (and rising!) each month, showcases the latest industry news, insight and inspiration. Sponsoring the main segment of the SDI E-newsletter is a great opportunity to share your whitepapers, guides, webinars and events to the ITSM, service and support community around the globe. It's the perfect way to generate web traffic, leads and increase your profile by including your content seamlessly alongside SDI's own articles.

CHOOSE FROM ONE OF THE BELOW OPTIONS:

Top
Section

Large image at top of email, large headline text, body text and url links

Event
Advert

Below top section with medium sized image, event text and event url link

Article
Section

Below events section with small image for article, text and url link to full article

Banner
Section

At bottom of newsletter, full width image with url link

1,849

Av. total clicks per email
[Oct 21-Sep 22]

REQUEST TO VIEW AN EXAMPLE
E-NEWSLETTER FROM:
partnerships@sdi-e.com



SAVE SPACE FOR SPARK 2024!

Hosted by SDI in the UK, and internationally with our global partners, SDI's conferences are legendary and bring together leading players from the service and support communities. The full one and two day programmes include a varied mix of speakers on the most important subjects that matter to the community, plus panel discussions, workshops, inspirational keynotes and networking. These events provide access to a community of professionals keen to connect not only with other professionals like them but also with suppliers to the industry, particularly those that are new and can really bring something fresh to their current ways of working.

RESERVE YOUR EXPO SPACE NOW!

Reaching an in-person audience of aprox 500 service support and IT managers across a wealth of industry sectors, the annual SDI conference, SPARK, will be taking place in the UK in October 2024. Reserve your sponsorship and exhibition stand space now!



PREVIOUS UK CONFERENCE AUDIENCES:



JOB ROLES:

Director & C-suite: 10%
IT Managers, Service Desk Managers,
Service Delivery Managers: 60%
Other managerial roles (HR, Facilities,
Customer Experience, Digital
Transformation, Knowledge: 20%
Team Leader roles: 10%

AMPLIFY YOUR CONTENT

Every month, SDI delivers valuable content to our global ITSM community database of 48,000 and rising, in addition to our popular social media channels. We are delighted to offer access to these channels to your brand so you can amplify your brand's content to this community too. Here's how:

- Your content or blog article on the SDI blog with web link and image of your choice (or a summary blog on the SDI website with link to existing blog article on your own website)
- Feature in the top blog section of SDI community newsletter to just over 42,000 ITSM prospects globally - with link to blog (and your website if required) - sent end of the month
- Branded post on SDI's LinkedIn group with a recommended post to 27,000 group members - all IT professionals
- Branded post on SDI's LinkedIn company page promoting your blog or article, tagging your company's LinkedIn page - 12,000 followers
- Twitter posts on @sdi_institute's feed promoting blog to almost 5,600 followers- 1 per week for 4 weeks

£2,500 +VAT

REQUEST TO VIEW AN EXAMPLE
E-NEWSLETTER FROM:
partnerships@sdi-e.com



AMPLIFY YOUR CONTENT

SDI Blog

SDI Service Desk Institute

SDI Global Partnership | Blog | About SDI | Search | Items 0

SERVICE DESK CERTIFICATION | TRAINING & DEVELOPMENT | SERVICE IMPROVEMENT | MEMBERSHIP & COMMUNITY | EVENTS & NETWORKING | TOOLS & TECHNOLOGY | SERVICE DESK INSIGHT

Power Design Certified customer-led service desk

USA Contractors Power Design Achieve 3 Star Certification

Power Design Inc is an innovative Design-Build, Multi-Trade Contractor operating across the United States, working across multiple construction trades. The company's dedicated IT department consists ...

Read More

Why Omnichannel Experience Matters

SDI AWARDS 2022

Omnichannel: How to Use it To Deliver Outstanding Customer Experience

DS Smith Pack A Punch At The SDI Awards!

Best Practice IMPROVEMENT PROJECT. WINNER

SDI Awards 2022

in the run up to the SDI Awards 2022 gala

Categories

(Blog) (274) | Business & Strategy (7) | Case Studies (73) | Consultancy (45) | IT Service & Support / Learning & Development News (78) | Partners (12) | People (104) | Resourcing & Recruitment, Panels & Interviews (51) | SDI19 Conference For SDI19 Conference (8) | Podcasts (1)

Community News

48,000

SDI Learn | Watch | Read | Improve

January 2023

Member News.

Top Enterprise Tech Trends in 2023

IFS assyst

DOWNLOAD

This month's top blogs. See all

Keep-up-to-date with the latest trending interviews, research and case studies from some of the most amazing contributors across the industry.

- Why Omnichannel Matters** - How to deliver great omnichannel experiences.
- How To Win An SDI Award** - Take a peek at a winning award entry from the SDI Awards 2022.
- Confessions Of An Ex-CIO** - David the Service Desk as the most valuable part of an organisation.
- Becoming Human-centric** - Alan Nance shares his tips about achieving ultimate CX.

SDI Twitter

5,600

ServiceDeskInstitute

11.6K Tweets

Inspiring service desk & support teams to be brilliant

Follow

ServiceDeskInstitute @sd_i_institute

SDI is the place for #servicedesk & #ITSM professionals to connect, share, learn, network and keep up-to-date with the latest in the IT service industry.

London, England | @servicedeskinstute.com | Joined November 2010

2,722 Following | 5,585 Followers

Tweets | Tweets & replies | Media | Likes

Planned Tweet

ServiceDeskInstitute @sd_i_institute · 20 Jan

Join us for this insightful webinar to discover how @servicedeskinstute approach their #reporting and uncover how you can use the data you collate to make positive changes within your organisation! Register today | www.lyftstudr.com

@devidbullivant

#servicedesk

SERVICE DESK BEST PRACTICE REPORTING

WHAT REPORTS DO YOUR BUSINESS LEADERS WANT FROM YOUR SERVICE DESK?

Register Now

Guest Speaker

0:04 87 views

ServiceDeskInstitute Retweeted

SDI LinkedIn Page

12,400

The Service Desk Institute (SDI)

Inspiring service desks and support teams to be brilliant

IT Services and IT Consulting - Orpington, Kent - 11,838 followers

Zoe & 30 other connections work here - 43 employees

Following | Contact us | More

Home | My Company | About | Posts | Jobs | People | Events | Videos

All | Images | Videos | Articles | Documents | Ads

The Service Desk Institute (SDI)

11,838 followers

From intelligent #automation to #ITsustainability, find out what's next for IT & ITSM and how it will impact businesses in the coming years!

SDI's Monthly Special

What should we expect in 2023?

The Future of IT & ITSM: Trends and Technologies to Look Out For

The Service Desk Institute (SDI) on LinkedIn - 4 min read

Welcome to the first edition of SDI's LinkedIn newsletter! A place to delight, inspire and help...

Robyn Fearon and 12 others

1 report

The Service Desk Institute (SDI)

Listed group

Start a post in this group

Photos | Videos | Poll

Ask the group a question

This can be a great way to ask for help or connect with other group members.

Ask a question

Recommended

Posted by admin

Ruth Ouel - 1st

Event Ops and Marketing Executive

#ThrowbackThursday To a spectacular night full of proud faces, some suits and stunning gowns at the glittering 2022 SDI Awards ceremony.

22,210 members

Including Johani Diaz MBA and 2,277 other connections

Invite connections

Show all

About this group

The Service Desk Institute is the leading professional organisation for everyone working in the IT service and support industry. This group is designed to introduce you to a wider network of service desk and service management practitioners...

Show all

Admins

- Emma Spear - 1st - Owner: Chief Marketing Officer at The Service Desk Institute (SDI)
- Ruth Ouel - 2nd - Manager: Event Ops and Marketing Executive
- Amy Godfrey-Bowden - 3rd - Manager: Digital Marketing & Copywriting Specialist

Show more

LEARNING

Suggested courses for this group

- Talent Management - 97,264 viewers
- Universal Principles of Design - 85,952 viewers

SDI LinkedIn Group

30,000

NEW!

TOOLS & TECHNOLOGY



ITSM MARKET REVIEWS

In 2023, SDI's content team will be creating two brand new market reviews to provide prospective ITSM tool buyers a one-stop shop for insight and information on the products and services they're looking to procure in 2024. Our first review will be on the IT Service Management tools marketplace and our second on the remote support tools marketplace.

Make sure your brand gets a link and secures a spot at the top of the online content pieces. If you'd like SDI to look at another category in more depth in 2023, please do let us know.



Sponsored Entries start at £1,000+VAT

[SERVICEDESKINSTITUTE.COM](https://servicedeskintstitute.com)

partnerships@sdie.com

SURVEY BASED RESEARCH £11,000+VAT

The SDI research team can help you create valuable research reports, based on surveys, to support your PR and marketing campaigns. We work with you to look at current industry trends which are affecting professionals making decisions for their organisations and customers. We can create and help promote surveys, from which the results can be turned into a professionally designed insight report that you can use to increase your profile, generate discussion and gather opt in data.

GOALS

Understanding your goals and the industry trends that relate to them, to deliver a piece of thought leading industry research to amplify your brand, and generate leads.

PROMO

We'll promote the survey to our community using social channels and a solus email.

Average survey responses = 200

PR

We'll create a key findings infographic, and a press release to generate PR and as a teaser to introduce the report.

WEBINAR

As part of the partnership we'll promote & co-host a webinar on the research findings.

Average webinar registrations = 120

SURVEY DESIGN

We'll create the survey questions in collaboration with you to ensure they meet your desired outcomes.

ANALYSIS & INSIGHT

We'll analyse the data, adding industry insight and commentary, to put the data into context and provide you with some key themes.

DESIGNED REPORT

We'll create and design a SDI co-branded report, including your thoughts on research findings.



[EXAMPLE RESEARCH REPORT](#)



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[EXAMPLE
RESEARCH REPORT](#)



INDUSTRY RESEARCH SPONSOR

SDI's research team creates industry-wide primary research reports based on subjects we know the industry wants to see real data and statistics on. We are planning to re-run the SDI Salary Survey in early 2023 and the Benchmarking Report later in 2023. Both reports have a longevity to them, evident in the number downloaded every day on SDI's website. Both can be co-branded helping position you as industry thought leaders, increasing your profile, driving traffic to your website and gathering opt in data. The research also sits on SDI's website gathering opt in data for you. Over 1,300 copies of the benchmarking report have been downloaded from January 2020 to date.

GOALS

SDI delivers a thought leading industry research report sponsored by your brand to amplify your awareness and generate leads.

PROMO

You'll have exclusivity to promote the report to your community for 3 months. After this, it will sit on SDI's channels and continue to drive downloads and leads.

PR

You can create a key findings infographic, and a press release to generate PR and as a teaser to introduce the report.

WEBINAR

An optional extra, we can promote & co-host a webinar on the research findings. **Average webinar registrations 120, av. opt ins 50.**

REPORT CONTENT

We create the survey questions, you can add one of two questions of your own to give you more specific industry insight.

ANALYSIS & INSIGHT

We analyse the data, adding industry insight and commentary, to put the data into context and provide key themes for PR and messaging.

DESIGNED REPORT

We create and design the co-branded report, including your thoughts on the findings and a boiler plate outlining your brand.

[EXAMPLE](#)
[INDUSTRY REPORT](#)

£8,500+VAT 



EBOOKS, PLAYBOOKS, QUICK GUIDES, BLOGS

£4,000+VAT

Designed to back up online media campaigns, these quick-guides written by SDI's research team are a popular way to provide extra content to support your content marketing strategy. Generally used as part of a wider campaign, alongside the community enews or solus email, this will help you generate leads, provide wider brand awareness and be seen as supporting independent guidance within the industry.



*"One of my favourite campaigns we've done with SDI is a service desk business case that we wrote together. I approached you with the idea as I'd created one at my last role. You took that idea and made it unique to service desk, and that's a **really successful piece of content for us.**"*

Sunny Singh

Field Marketing Manager, UK & Ireland
Freshworks



All content produced by our partners is subject to approval by SDI and is organised and produced at the cost of the partner.

If you would like to discuss our exclusively tailored, corporate partnership opportunities to ensure high brand exposure and multiple touchpoints with this active community at preferential rates, please contact the partnership team using the details at the bottom of this page.



SERVICEDESKINSTITUTE.COM

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