



"The Acceleration Economy 'outside-in' Practitioner Analyst Event Services deliver Digital Summits, Keynotes & 'On-Location' programming that drive brand engagement & amplification to define the "Why & How" of your solutions in the voice of the customer."

A handwritten signature in black ink that reads "Bob Evans".



Bob Evans

Cloud Wars Founder
Acceleration Economy Co-Founder

Acceleration Economy Practitioner Analysts

Led by Cloud Wars Founder and Acceleration Economy Co-Founder Bob Evans, Acceleration Economy Practitioner Analysts represent the key executive practitioners that are responsible for making transformative cloud, AI, hyperautomation, data modernization and cybersecurity decisions in mid-market and enterprise scale companies. Representing more than \$1Billion in lifetime business technology purchases, they bring an “outside-in” buying perspective to all event services engagements to drive thought leadership, brand engagement and demand generation.



Bob Evans
Co-Founder



Rob Wood
CISO



Aaron Back
AI/ML



Frank Domizio
Deputy CISO



Toni Witt
AI/Digital Native



Kieron Allen
Innovation/GTM



Pablo Moreno
AI/ML/Data Scientist



Tom Smith
Innovation/Cloud



Janet Schijns
Partners Ecosystem



Kenny Mullican
CIO



Vince Menzione
Partners Ecosystem



Ronak Mathur
Automation Architect



Paul Swider
AI/Healthcare



Tony Uphoff
4X CEO



Wayne Sadin
10X CIO/CTO/CDO



Joanna Martinez
4X CPO



Scott Vaughan
3X CMO



Chris Hughes
2XCISO



Manny Korakis
CFO

Acceleration Economy Event Services: Standard Services

From Digital Summits that deliver multiple entry points to align your brand, subject matter experts and point of view to our agenda, through to leveraging the experience, expertise and influence of our Practitioner Analysts to speak at your events or join you “On Location” to amplify the sessions, speakers and announcements, Acceleration Economy will get your message in front of the modern business technology buyer!

Digital Events	Speaking Engagements	On Location
<p>Acceleration Economy Practitioner Analysts host three unique types of digital events designed to help accelerate business technology decision making, define the value of partnerships/partners ecosystems and help evaluate specific technology solutions.</p> <p>Partners Ecosystem Summits: Two-Hour digital video event that defines how partnerships & ecosystem partners are creating unique value, opportunities and outcomes for mid-market and enterprise companies.</p> <ul style="list-style-type: none"> • Co-created with Practitioner Analysts • \$50,000 per with amplification through email, social & website • Includes Guidebook Summary of Partnership/Ecosystem and 300 leads <p>Battlegrounds: Two-to-Three Hour digital video events based on a specific category where competitors can uniquely define their position, solution & customer outcomes to differentiate from the pack.</p> <ul style="list-style-type: none"> • Process Mining: 7/20/23 • Identity & Access Management: 9/14/23 • AI: 12/7/23 • \$15,000 per 15-minute slot in agenda/300 leads <p>Practitioner Roundtables: 45-minute discuss, debate, define session with up to four Acceleration Economy Practitioner analysts representing the unique personas from your target customer.</p> <ul style="list-style-type: none"> • Discussion guide co-created with Practitioner Analysts • \$15,000 per with amplification through email, social & website • Leads available if paired with a Guidebook (\$15-25K) 	<p>Acceleration Economy Practitioner Analysts will deliver a 30-45-minute keynote or lead a track session at your event to bring a customer-voice to your programming:</p> <p>Technology Innovation</p> <ul style="list-style-type: none"> • AI, Cloud, Cybersecurity, Data, Hyperautomation <p>Industry Innovation</p> <ul style="list-style-type: none"> • Healthcare, Manufacturing, Financial Services, Retail <p>Trend & Interest Innovation</p> <ul style="list-style-type: none"> • Leadership, Partners Ecosystem, Office of the CFO, Sustainability, Procurement/Supply Chain, Business Frameworks & Execution <p>Pricing & Deliverables:</p> <ul style="list-style-type: none"> • \$20,000 per individual keynotes/sessions • \$15,000 at 5 individual keynotes/sessions • \$12,000 at 7 or more keynotes/sessions 	<p>At least two Acceleration Economy Practitioner Analysts will create an immersive social-first amplification program for your user, customer or partner event with a pre, during and post event video podcast, article & custom guidebook program.</p> <p>Pricing & Deliverables:</p> <ul style="list-style-type: none"> • \$30,000: 1 pre-event video interview, 2 onsite video that airs during event, 1 interview that runs following the event recorded on site, 1 article on announcements at the event. • \$60,000: 3 pre-event video interviews, 2 onsite videos that air during event, 2 interviews that run following the event recorded on site, 2 articles on announcements at the event. • \$100,000+: 4 pre-event video interview, 4 onsite videos that air during event, 4 interviews that run following the event recorded on site, 3 articles on announcements at the event, 1 Guidebook on entire event.



Acceleration Economy

Practitioner
Analysts

defining the digital first world

