

2023
MEDIA
KIT

ERP HORROR STORIES: LESSONS TO AVOID DISASTROUS MISTAKES

Guiding Dynamics users to ERP success
with expertise and practical advice

**More than 15,000 Dynamics
professionals attended
MSDW's webcasts events
in 2022**

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ABOUT MSDW

MSDynamicsWorld.com (MSDW) is the largest and most trusted news and information resource for decision makers and influencers within the Microsoft Dynamics ecosystem. MSDW's demand generation programs are the only offerings available today in the Dynamics community that provide ISVs and partners with measurable results while connecting them with the largest possible target market.

Since 2008, our mission has been to be a strategic partner to the marketing departments of Dynamics ISVs and partners. Uniquely-focused on building an online community, we offer essential, executive level insights to over 100,000 active Dynamics professionals who register to access the content and information most critical and relevant to their business decision-making roles.

MEET OUR FOUNDERS

Committed to building the Dynamics Community since MSDW's founding in 2008.



Adam Berezin, CEO



Jason Gumpert, Editorial Director

Over 100,000 Dynamics Professionals Comprise Our Community

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PROGRAM OVERVIEW

As a Microsoft partner, you have undoubtedly heard of or seen first-hand the organizational horror within some Dynamics user organizations. A poorly executed system configuration, a company using products they should never have been sold, or even a full rescue from the aftermath of a disastrous implementation, you have seen it all.

As a trusted service provider, you understand the issues and mistakes that Dynamics users are likely to encounter with their ERP systems. Now is your chance to share your knowledge with a Dynamics user audience in a new and engaging format: telling stories, offering guidance, and sharing wisdom based on your real-world successes and project rescues.

Hosted by MSDynamicsWorld.com (MSDW) and moderated by Anya Ciecierski, creator of ERPSoftwareBlog.com, this entertaining (and scary) new webcast series, "ERP Horror Stories: Lessons to Avoid Disastrous Mistakes," will attract Dynamics customer organizations who:

- Are unhappy with their existing partner
- Do not currently have a partner
- Need rescuing from a bad implementation

As a partner, you have the unique opportunity to differentiate your successes by sharing an understanding of customers' pain points and offering practical guidance and thought leadership to Dynamics users who have encountered (or want to avoid) similar challenges.

By showcasing your expertise, you aim to not only assist them in overcoming their ERP struggles but also establish your voice as a trusted expert on Dynamics projects.

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PROGRAM BENEFITS

Offer

- 30–45 minute pre-recorded interview webcast presented as three simulive sessions on MSDynamicsWorld. (Run three times in a single day to reach prospects in different time zones).
- You collect attendee registration information from the event and leads from those who view for 30 days on-demand.

Pre-Event

- Initial call with MSDW editorial staff re: messaging and story selection (optional).
- Interview prep call re: specific ERP Horror customer story/stories.
- Final 30–45 minute recorded interview with subject matter expert.
- MSDW will handle all logistic elements (pre-recording, speaker coordination, editing).

Promotion

- Three dedicated email blasts to targeted groups of MSDW site members identified as Dynamics users.
- Inclusion in MSDW “Upcoming Events” email.
- Social media promotion by ERPSoftwareBlog.com
- Posting on “Live Events” section on MSDW and ERPSoftwareBlog.com

Post-Event

- Recorded webcast posted to MSDW video library.
- Inclusion in MSDW “New On-Demand Webcasts” email.
- 1 dedicated on-demand MSDW email blast.
- 1 summary blog post on ERPSoftwareBlog.com.

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SIGN UP INFORMATION

Rate: \$5,500 per session

(10% discount if you commit to 3 or more sessions)

_____ Please indicate the number of sessions you'd
like to run.

_____ Total investment

Company

Contact

Email

Signature

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TERMS & CONDITIONS

1. Payment must be made in full prior to first event. Payment can be made directly online through link within invoice, or via ACH/wire transfer.
2. The sponsor agrees to indemnify and hold harmless the publisher, its officers, agents, and employees against all damages, costs, and expenses including—without limitations—attorney’s fees resulting from any claim, action, or proceeding alleging that the event infringes on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law, or contains any formula or instructions injurious to the user of the product.

Please email form to ABerezin@MSDynamicsWorld.com.

MSDynamicsWorld.com (MSDW) has delivered us the best-quality leads in the Microsoft Dynamics ecosystem. We have tried many other sources and our investment with MSDW has outperformed them all. Our only regret is that we didn't begin sooner.
- Simplanova