



2023  
MEDIA  
KIT

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

Position your organization as an expert and thought leader in the Microsoft Business Applications ecosystem

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

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## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### 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**

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### MEET OUR THOUGHT LEADERSHIP FACILITATOR

Rick McCutcheon has been involved in the Microsoft Partner Ecosystem for over 25 years as a Company Founder, Senior Executive, Reseller and Educator. He has worked with MSDW for over a decade, facilitating educational and thought leadership events. He is a 9-time recipient of the prestigious Microsoft Dynamics MVP Award for Dynamics Business Applications. As a featured speaker, Rick has travelled globally to deliver practical yet innovative advice and digital adoption strategies to thousands of Microsoft Business Professionals. Rick currently hosts a weekly LinkedIn interview show called PartnerTalks.com. Now in its third year, this show features Business Executives from the Microsoft Partner Community. PartnerTalks.com has recently published its 150<sup>th</sup> episode.



**Rick McCutcheon,**  
**D365 MVP & Host of PartnerTalks**

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### THOUGHT LEADERSHIP POSITIONING

MSDynamicsWorld.com (MSDW) and Rick McCutcheon, a 9-time Microsoft Business Solutions MVP, have partnered together to offer Dynamics ISVs and Partners the opportunity to participate in up to four unique types of thought leadership and demand generation webcast events.

1. Expert Panel Events
2. Customer Acquisition Events
3. Partner Acquisition Events
4. Interactive Case Study Events

Each of these events are specifically designed to help you:

- Create brand awareness
- Position your organization as a thought leader
- Generate targeted leads

In 2022, more than 15,000 Dynamics professionals attended MSDW's webcast events. Attendees participate in these events with a clear understanding of the format, style, and educational value they will be gaining for their time.

Each event includes extensive collaboration between MSDW, Rick, and your team to develop a captivating and compelling message with robust, reusable content.

Each event follows our proven step-by-step content delivery process

- **Content creation**
  - Project management and support
  - Assistance with session titles, descriptions, and content
  - Assistance in confirming your co-panelists (if applicable)
  - Speaker rehearsal and preparation meetings
  - Session recording with your assigned producer
  - Recording production and editing
  - Social media promotional graphic
- **Event promotion**
  - Three dedicated email blasts to thousands of targeted MSDW registered members
  - Special promotion by Rick McCutcheon to his thousands of social media followers
  - Listing in MSDW weekly events email
  - Listing on the MSDW events page and LinkedIn properties
- **Post-event deliverables**
  - Event registration list that includes names, companies, emails and business information
  - On-demand lead for 30-days
  - Event recordings files for your marketing purposes
  - Event review meeting

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### EXPERT PANEL EVENTS

#### Best fit for ISV Partners or SI Partner

Expert Panel Events enable sponsors to showcase their brand and expertise by inviting your customers, partners, industry experts and Microsoft executives to join in on a relevant conversation. Expert Panel Events provide sponsors an opportunity to highlight their expertise, allowing them to deliver business results. This accessible and constructive format also gives prospects an understanding of what they need to do to improve operational efficiencies.

Topics may include current and future trends, such as:

- Cloud migration and digital transformation; including technology, people and processes
- Trends specific to industries such as retail, financial services, healthcare, NFP, and manufacturing, etc.
- System workloads including finance & accounting, sales, supply chain, HR, and customer & field service
- Applications such as ERP, CRM, Azure, Power Platform, BI, AI, IoT, and ISV products
- Digital adoption, project planning and managed services
- Best practices for working with Partners (P2P), ISVs, and Microsoft
- ...and many more!

Each event includes collaboration between MSDW, Rick, and your team to recruit panelists, develop a session topic, title, description, outlines, talking points and a short sponsor infomercial. An Expert Panel Event runs for approximately 30 to 45 minutes.

#### Sample outline for program

- Introduction (2 slides)
  - Discussion topic
  - Speakers' profiles and introductions
  - Discussion on definitions
- Six to nine questions modeling the discussion topic (slides optional)
- Closing remarks from panelists
- Sponsor infomercial

**kwiktag** **EXPERT PANEL** **MSDW**  
MSDynamicsWorld

**AI Trends for Business Central in the SMB Segment for 2023**

				
<b>Rick McCutcheon</b> Microsoft Dynamics 365 MVP, Founder PartnerTalks	<b>Mary Miller</b> Director of Marketing KwikTag, by enChoice	<b>Steve Chinsky</b> Director - Dynamics Practice Accelerant	<b>Aj Ansari</b> Microsoft MVP, Chief Operation Officer DSWI	<b>Chris Gherardini</b> President Turnkey Technologies

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### CUSTOMER ACQUISITION EVENTS

#### Best fit for ISV Partners or SI Partner

As an ISV in the Microsoft channel, it can be difficult to attract the attention of Dynamics user organizations. Customers and their partners tend to focus on the capabilities of their core ERP or CRM system and lose sight of the wealth of capabilities and expertise that third-party solution providers can add to a Dynamics solution. It's critical for ISVs to sell against that tendency and establish their presence as a critical component in the success of any Dynamics customer solution.

Additionally, Dynamics partners have a huge opportunity to connect with user organizations that are in need of a trusted technology provider and are either not currently working with a partner or not satisfied with their existing partner relationship.

#### Sample event outline

- Introduction (5–6 slides)
  - Speakers' profiles
  - Agenda
  - Your business overview
  - Products and/or services description and use cases
  - Current customers and/or partners
  - AppSource, G2 and Capterra review site results (if applicable)
- What is the market for your offering? (3–4 slides)
  - Industry growth stats for your business segment

- Description of your ideal customer
- Overview of the product and/or services (5-6 slides)
- Feature sets and/or product offerings
- Dynamics products supported
- For ISVs—comparison to Dynamics' out-of-the-box functionality
- Implementation requirements
- Pricing (Optional)
- Customer benefits (3–4 slides)
  - Hard ROI Benefits, e.g., labor cost reduction
  - Soft ROI Benefits, e.g., ease of use
- and more...

USER STRATEGY EVENT

### Upselling and Cross-Selling Subscriptions in D365 F&O and CE/CRM with Bluefort's Smart Opportunities

**Rick McCutcheon**  
*Microsoft Dynamics 365 MVP,  
Founder,  
PartnerTalks*

**Bjorn Kuijt**  
*VP of Product,  
Bluefort*

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### PARTNER ACQUISITION EVENT

#### Best fit for ISV Partners or P2P SI Partners

As an ISV in the Microsoft channel, it can be difficult to attract the attention of partners. Whether you compete in a crowded horizontal segment or a specialized niche, your team understands why your solution is critical to the success of customer organizations. You can talk about the features and benefits of your solution all day, but what you really need is to build an army of educated partners who can recognize the value you provide, how their clients' needs align, and why your technology represents a profitable opportunity for them. In short, Microsoft Partners don't know what they don't know, and you can change that.

Partners who attend these events are typically looking for a solution in your category to help enhance an existing Dynamics practice or build out a new practice area.

Each event includes collaboration between MSDW, Rick, and your team to develop a session topic, title, description, slide deck, graphics, outlines, talking points and a short sponsor infomercial. A Partner Acquisition Event runs for approximately 25 to 40 minutes.


#### Sample event outline

- Introduction (5–6 slides)
  - Speakers' profiles
  - Agenda
  - Your business overview

- Products and/or services description and use cases
- Current customers and/or partners
- AppSource, G2, and Capterra review site results (if applicable)
- What is the market opportunity for your offering? (3–4 slides)
  - Industry growth stats for your business segment
  - Description of your ideal customer and buyer persona
- Products Overview (ISV Partners) (3–4 slides)
  - Feature sets and supported D365 products
  - Comparison to Dynamics' out-of-the-box functionality
  - Implementation requirements
  - Pricing (Optional)
- Overview of P2P services (SI Partners) (3–4 slides)
- and more...


PARTNER STRATEGY EVENT

### How to Maximize AP Workflows For Your Business Central and GP Clients





**Rick McCutcheon**  
Microsoft Dynamics 365 MVP,  
Founder,  
PartnerTalks



**Reed Houston**  
Microsoft Alliances Manager,  
Tipalti



## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

## INTERACTIVE CASE STUDY EVENTS

**Best fit for ISV Partners or SI Partners**

Interactive Case Study Events enable sponsors to present their offerings through the eyes of their best customers in a discussion-based format. These events are specifically designed to give your prospective customers and partners a real-world understanding of your expertise and capabilities. Each event includes collaboration between MSDW, Rick, your team, and one of your customers to develop a topic, title, session workflow, description, slide deck, graphics, outlines, talking points and a short sponsor infomercial. An Interactive Case Study Event run 20 to 30 minutes in length.

**Sample event outline**

- Introduction (5–6 slides)
  - Speakers' profiles
  - Agenda
  - Your business overview
  - Products and/or services description and use cases
  - Current customers and/or partners
  - AppSource, G2 and Capterra review site results (if applicable)
- Introduction to your Customer
  - Company profile
  - Dynamics project overview
  - Overview of their Initial requirements
  - How they did their research and due diligence
  - Why they chose your offering

- Project Implementation
  - Initial planning
  - Design and build
  - Roll-out
  - User Adoption
- Project ROI
  - Hard ROI Benefits, e.g., labor cost reduction
  - Soft ROI Benefits, e.g., ease of use
- Closing remarks from customer
- Sponsor infomercial

## Interactive Case Study

**Automating Documentation & Training to Survive  
Software Update Cycles**

**Rick McCutcheon**  
Microsoft Dynamics 365  
MVP, Founder,  
PartnerTalks



**Signe Agerbo**  
Product Owner,  
Atradius



**Daniel Garcia**  
VP of Strategic Alliances,  
ClickLearn





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## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### SIGN UP INFORMATION

Please select your desired events option. Any combination of four events—mix and match or four of the same event—provides a **\$3,500 savings**.

Expert Panel Events: \$7,500

Customer Acquisition Events: \$7,500

Partner Acquisition Events: \$7,500

Interactive Case Study Events: \$7,500

**4-Event Package Combination: \$25,000**  
*(Please indicate your preferred events above.)*

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Company

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Contact

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Email

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Signature

*Extra promotion from the ERP/CRM Software Blogs to drive awareness.*

## THOUGHT LEADERSHIP AND DEMAND GENERATION EVENTS

### TERMS & CONDITIONS

1. Payment must be made in full prior to the air-date of an 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](mailto: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**