

ABOUT US

DCD Publishing is publisher of independent technology magazines and the company is widely respected in the IT sales channel community on Czech and Slovak market. We offer printed magazines and wide portfolio of digital titles. Our firm is also recognized for the seminars and daily updated web portals. We provide marketing services in B2B – internet marketing and content marketing. We organize e-learning courses, conferences and meetings for partners. We help regional institutions with content for their members.

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CONFERENCE SERVICE

We will help you organize a **seminar, conference, workshop** or a partner meeting

Process of invitation

- creating of registration webpage;
- creating of emailing: save the date, invitation, reminder;
- telephone confirmation of the registration.

Organizing of the event at the venue

- catering
- hostesses
- presenter
- promoter

Documentation from the event

- video report
- Photography
- Interviews

Processing of the measurable output of the whole event by renting one of our titles:

- B2B - Reseller Magazine;
- B2C - Professional Computing.

Process of invitation to the seminars:

Possibility of creating customized according to client's wish.

We can send emails on behalf of the client, from his email address.

Detailed analysis and statistics – click-through rate and opening, managing of logout contacts and spam complaints, information of customer behavior on the website, such as summary of visited websites, or realized orders and many other information.

Personalization of emails – according to segments, gender; addressing in vocative case; we can also use additional data and send them emails with individual content to customers, such a number of points in a loyalty program, discount vouchers etc .

We use WEEMSS platform for planning the events.

each event has its own registration/website.

- Date, time and venue for event incl. map;
- organizational instructions;
- description /annotation of event;
- program;
- partners and their logos.

weemss[®]



ecomail.cz

Our seminars prepared in 2020

25. 2. 2020 Cyber Security

12. 5. 2020 Služby v IT

15. 10. 2020 Služby v IT

25. 11. 2020 Cyber Security



25. 2. 2020



12. 5. 2020



25. 11. 2020



15. 10. 2020