

GROW YOUR AUDIENCE - BUILD A COMMUNITY - BECOME A THOUGHT LEADER

2nd DR.

VIRTUAL

FOR LOW-CODE / NO-CODE VENDORS & CONSULTANCIES

EVENTS

2021

EXPAND YOUR NETWORK - INCREASE YOUR REACH - START COLLABORATIONS

What Are Virtual Events?

[Watch An Example](#)

TO UNDERSTAND HOW THEY CAN BE USED TO REACH YOUR GOALS,
YOU FIRST NEED TO UNDERSTAND HOW THEY CAN BE EXECUTED.

Virtual events are also known as "online events". Those events (e.g.) conferences can be broadcasted on the internet with dedicated event platforms, interviews with streaming tools, live builds with your NCLC platform, or webinars. Each of these events share common advantages.

**Live
Analytics**

**Geographically
Independent**

**Highly
Cost Effective**

Scalable

Advantages For No- & Low-Code Vendors

VIRTUAL EVENTS AND EVERGREEN CONTENT CAN HAVE A HUGE IMPACT ON YOUR COMPANY - WHEN THEY ARE DONE RIGHT.



**INCREASE
BRAND AWARENESS**



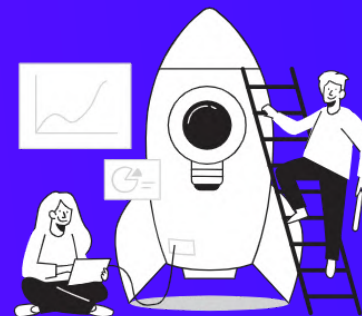
**BECOME
A THOUGHT-LEADER**



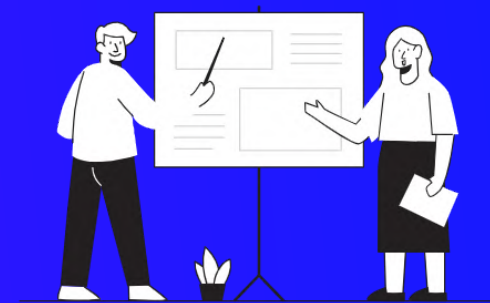
**BUILD
A COMMUNITY**



**GENERATE
REUSABLE CONTENT**



**GENERATE
LEADS**



**UNDERSTAND YOUR
AUDIENCE**

Our Services

BESIDES VIRTUAL EVENTS AND WORKSHOPS,
WE OFFER CONSULTING FOR NO- AND LOW-CODE VENDORS.

Conferences Interviews Success Stories Round Tables AMA

VIRTUAL EVENTS

Strategy Sales Framing

WORKSHOPS

Event Planning Strategy

CONSULTING



We think that Low-Code is actually going to be fundamental, absolutely foundational, to this second wave of digitization of business that we're calling today the second digital revolution.

— John R. Rymer

Vice President, Principal Analyst at
FORRESTER

Our mission is to spread the word about **No- and Low-Code**. We are focused on vendors and consultancies to make this happen.

WE COLLABORATE WITH MORE THAN
30 COMPANIES FROM THE NO- AND LOW-CODE SPACE.

We help you organize the perfect virtual event in order to grow and reach your ideal audience.

We bring together experts from the space to help you become a thought leader and increase brand awareness.

We incorporate virtual events and it's generated content into your marketing strategy to achieve the most possible value.

//OUR STATS

2.800 +

TOTAL EVENT SIGN-UPS

*FOR VIRTUAL EVENTS AND LIVE
CONFERENCES*

5000 +

PEOPLE REACHED

*THROUGH LIVESTREAMS AND EVENT
PLATFORMS*

200 +

COMPANIES IN THE AUDIENCE

*THAT FOLLOWED OUR VIRTUAL
EVENTS*

40 +

EXPERTS IN OUR NETWORK

*WHO CAN PROVIDE EXCLUSIVE INSIGHTS
ON NO- AND LOW-CODE*

30 +

SPEAKERS BROUGHT TOGETHER

*THAT HAVE SHARED THEIR KNOWLEDGE
WITH OUR AUDIENCE*

60 +

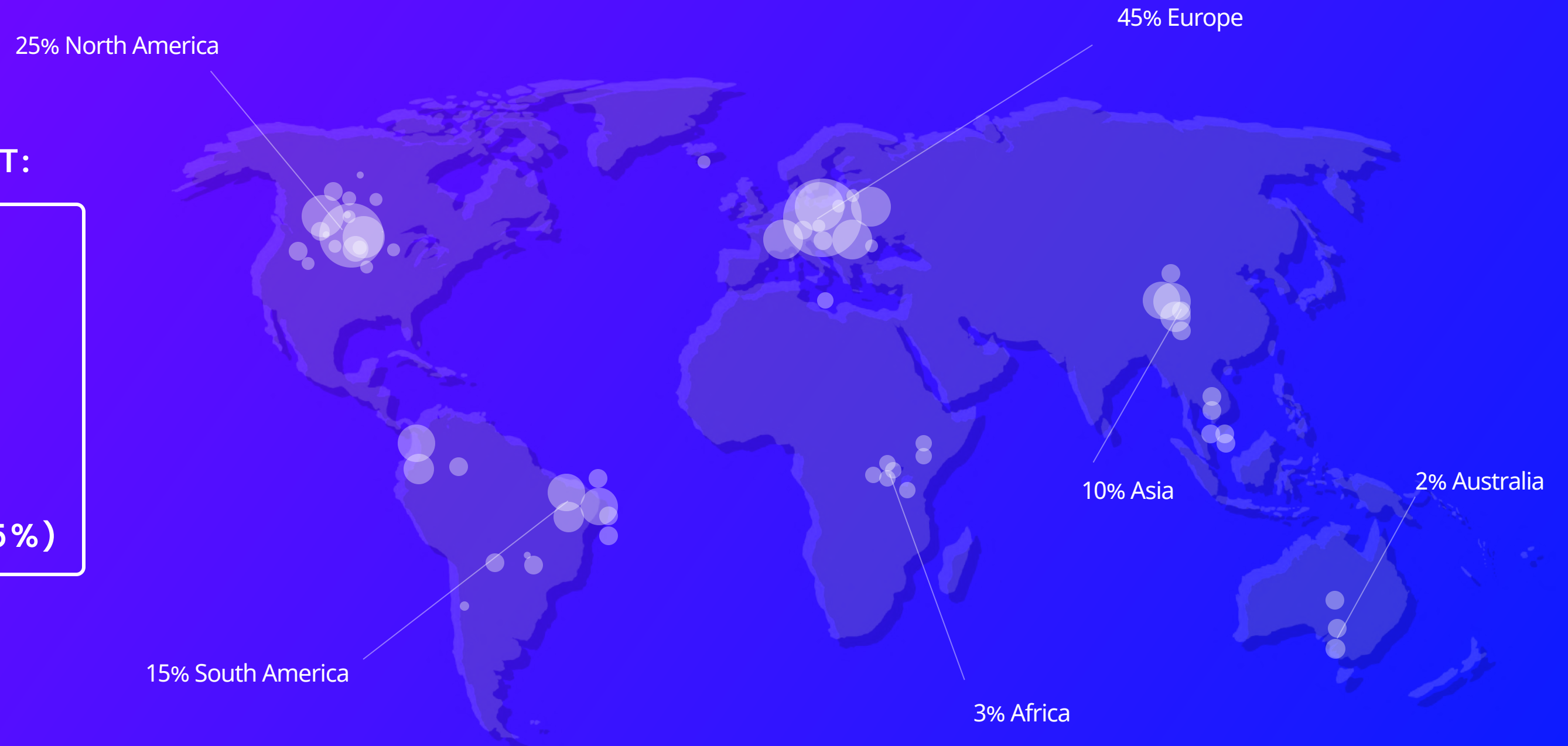
COUNTRIES REACHED

*WITH EVENTS, AUDIO-SNIPPETS AND
HIGHLIGHT VIDEOS*

During our virtual events we **connected** more than 5.000+ people from all over the world.

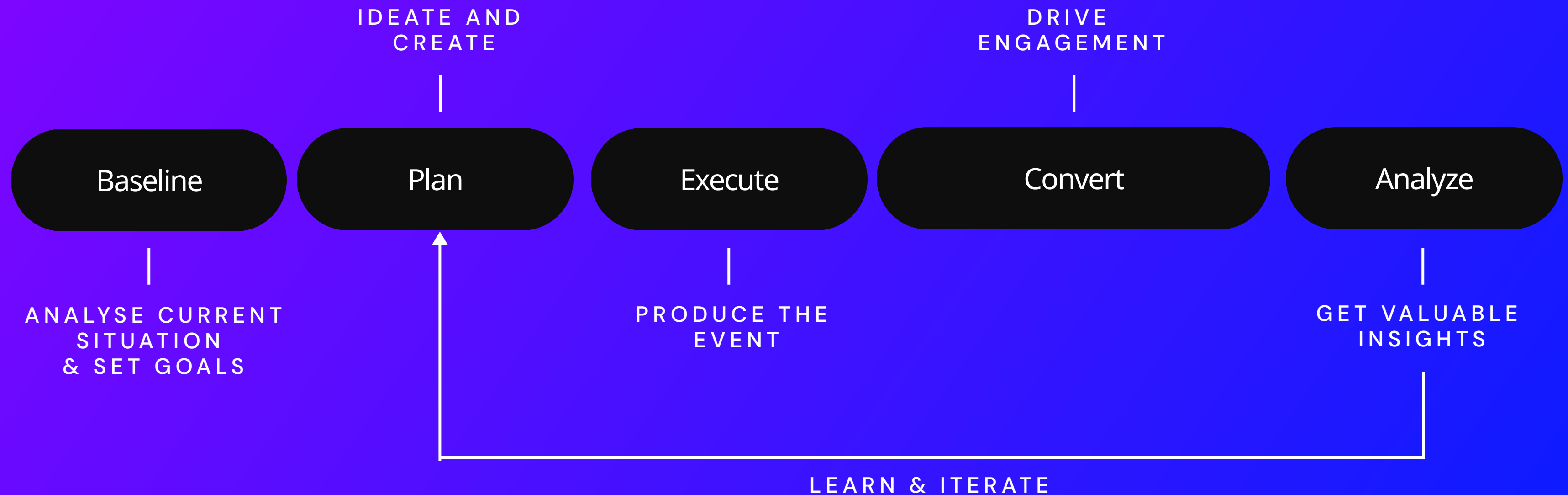
OUR AUDIENCE WORKS AT:

LC/NC VENDORS (10%)
ENTERPRISES (15%)
CONSULTANCIES (15%)
SME'S (25%)
OR ARE:
CITIZEN DEVELOPER (35%)



FIGURES ROUNDED

To ensure a smooth and professional event,
we follow a proven process to **engage** the audience.



To successfully reach your goals, we have created two different **collaboration** options.

CO-BRANDED

Teamwork makes the dream work.
We combine our resources and
create the ideal virtual event
together.
Profit from our already existing
audience.

~Joint forces, shared audiences

BRANDED

We will use our know-how and
resources in order to bring your
vision to life.
No matter what goal you are trying
to achieve, we will find the best
format to do so.

~Professional know-how, smooth
execution

Virtual events can boost the engagement of your community, help your company grow, generate leads and build partnerships. However, they are not always the right fit for all of your goals.

MARKETING & COMMUNITY BUILDING

USE THEM TO BUILD A COMMUNITY, BECOME A THOUGHT LEADER AND GENERATE REUSABLE CONTENT TO SUPPORT YOUR *MARKETING STRATEGY*.

SALES

USE THEM TO GENERATE LEADS AND GET YOUR COMPANY IN TOUCH WITH A NEW AUDIENCE, ESPECIALLY WHEN YOU ARE HAVING A LONG SALES CYCLE.

PLEASE NOTE

THE NUMBER OF GENERATED LEADS HIGHLY DEPENDS ON YOUR TARGET GROUP. TO HAVE THE SAME UNDERSTANDING, WE NORMALLY START WITH AN INTERNAL WORKSHOP.

//STRATEGY WORKSHOP

To kick things off, we will conduct a workshop with your team and evaluate the initial situation, set formats or even define an event series.

The workshop is **essential** for all stakeholders to have a similar understanding of what needs to be done.

Duration	Focus & Content
About 6h	Analyze initial situation
	Set goals
Location	Define target group
Remote	Create personas
Outcome	Set agenda / series
Summarized findings and plan as PDF file	
Ideation board as JPG/PDF file	Define next steps and evaluate opportunities

AGENDA FOR TODAY'S CONFERENCE WORKSHOP ONE		
10MIN	WELCOME	I
10MIN	INITIAL SITUATION	II
20MIN	BRAINSTORMING I CONFERENCE IDEAS	III
20MIN	DEFINING THE OBJECTIVES	IV
30MIN	DEFINING THE CONFERENCE TARGET GROUP	V
20MIN	BRAINSTORMING II DETAILED IDEAS	VI
30MIN	CATEGORISING & PRIORITISING IDEAS	VII
15MIN	ENDING AND FEEDBACK	VIII

// FORMATS

To reach your **individual** goals, we have prepared different formats to fulfill your need.

INTERVIEW

1:1 TALK

Optional: Interview Series

- Expert talks
- Questions from audience
- Exclusive guests

SUCCESS STORY

SHOWCASE & INTERVIEW

Add-Ons: Highlight Reel / Promotional Video

- Invite company that has implemented NC/LC successfully
- Uncover their story and the impact
- Pre-written questions

AMA

"FIRESIDE CHAT" FORMAT

Optional: AMA Series

- Invite experts
- Pre-approved questions possible
- Include audience questions

LIVE BUILD

BUILDING WITH NC/LC

Add-On: Hightlight Reel

- Community can leave suggestions
- Live building sessions with commentary
- Feedback after session

INDUSTRY TALK

PANEL DISCUSSION

Add-On: Highlight Reel

- Experts from your industry
- Discussion
- Theoretical topics & expert knowledge

ONLINE CONFERENCE

VIRTUAL CONFERENCE

Note: Highly Individual

- Different formats
- Multiple speakers
- Keynote

The interview will be moderated internally or with external support and can be streamed to all of your platforms. A dedicated sign-up page allows viewers to interact with the people speaking.

Perfect for:
Exclusive Insights

Duration:
30-45 min

[Watch an example](#)

Focus & Values	Service	Outcome
Become a thoughtleader	Expert selection strategical planning	Live event
Build partnerships	Execution & production	Video content
Engage and grow your community	Speaker briefings	Blog content
Get access to a new audience	Remakrable topic selection	-

Show the impact of your product within companies with the success story of one of your clients. Choose between a live success story for your audience or a non-live promotional video.

Perfect for:
Generating Leads

Duration:
30 min

Focus & Values	Service	Outcome
Show advantages and impact	Tool selection	Live event
Build partnerships	Execution & production	Video content
Address concerns and show a solution	Speaker briefings	Blog content
Gain re-usable content	Pre-written questions	-

Ask Me Anything allows your audience to interact with an expert of your choice. During the live stream they will answer their questions about a certain topic.

Perfect for:
Community Engagement

Duration:
30 min

[Watch an example](#)

Focus & Values	Service	Outcome
Become a thoughtleader	Pre-written questions	Live event
Show expertise	Execution & production	Video content
Engage and grow your community	Speaker briefings	Blog content
Get access to a new audience	Sign-up page creation	-

Entice your audience with must-see live builds from professionals.
 They will discover all possibilities of No- and Low-Code building that your product has to offer.

Perfect for:
Showcasing your product

Duration:
15-45min

Focus & Values	Service	Outcome
Show what is possible with your software	Sign-page creation	Live event
Collaborate with NCLC builder	Execution & production	Video content
Gain re-usable content	Gather community ideas	Blog content
Offer discounts	Tool suggestion	-

Be the leading light in the No- and Low-Code scene.

Create a virtual roundtable with three to five experts and let them share their knowledge about recent trends and their expectation.

Perfect for:
Thought Leadership

Duration:
45-60 min

[Watch an example](#)

Focus & Values	Service	Outcome
Become a thoughtleader	Transitions & questions	Live event
Build partnerships	Execution & production	Video content
Engage and grow your community	Speaker briefings	Blog content
Get access to a new audience	Expert selection	-

A virtual conference covers multiple formats and is great to generate leads and for having an impact in the No- and Low Code scene. Due to the highly individual options, a workshop is needed to get things started.

Perfect for:
Thought Leadership

Duration:
Individual

[Watch an example](#)

Focus & Values	Service	Outcome
Generate leads	Strategical planning & tool decision	Live event
Engage your audience	Execution & production	Video content
Share exclusive knowledge	Speaker research and briefing	Blog content
Involve partners and multiple experts	Agenda creation	-

// REFERENCES

EVENT

Create The Future With No-Code

[Watch it here](#)

1900
TOTAL VIEWS

Livestream
Youtube

FORRESTER
KEYNOTE

John Rymer

800
SIGN UPS

Eventbrite

15

SPEAKER INVOLVED

3 MONTHS
PLANNING EFFORT

FORMAT
Virtual Conference

DURATION
3h

PLATFORM
ZOOM

AUDIENCE

Europe & USA
No-/Low-Code Consultants
Citizen Developer
CTO's

CONTACT US
for more insights



Sascha Willutzki
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[schedule](#)

EVENT SERIES

No-Code Satellite Event Series

500**TOTAL VIEWS**Event Platform(s)
Youtube**1****RECURRING EVENT**

Each month

380**SIGN UPS**

Eventbrite

9**SPEAKER INVOLVED****2 MONTHS****PLANNING EFFORT****FORMAT**

Event Series

DURATION

1h each

PLATFORM

multiple

AUDIENCEInternational
No-/Low-Code Consultants
Entrepreneurs**CONTACT US**

for more insights

**Sascha Willutzki**

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[schedule](#)

EVENT

No-Code Meets Entrepreneurship

[Watch it here](#)

1600
TOTAL VIEWS

Event Platform(s)
Youtube

200
COMPANIES
In the audience

830
SIGN UPS

Eventbrite

11
SPEAKER INVOLVED

5 MONTHS
PLANNING EFFORT

FORMAT

Virtual Conference

DURATION

7h

PLATFORM

PINE

AUDIENCE

International
Startups
Intrapreneurs
Entrepreneurs

CONTACT US

for more insights



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[schedule](#)

//TEAM

2DR Team



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SCHEDULE A CALL



SEND US AN EMAIL



THANK YOU
