

A vibrant, stylized illustration of a tropical island. At the top, a bright yellow sun with rays is partially obscured by a white cloud. Below the sun, a blue sky with a few white clouds is visible. A large, orange banner with a white dashed border and a slight 3D effect is draped across the upper middle of the scene. The banner contains the text 'TRANSFORMATION ISLAND' in white, bold, uppercase letters. Below the banner, the text 'EVENT IN A BOX' is written in a dark blue, bold, sans-serif font. Underneath that, a smaller line of text reads 'Everything you need to conduct successful, local Presidio + VMware sales events.' in a dark blue, sans-serif font. Further down, the text 'Get Started >' is displayed in a white, sans-serif font. The background features a lush green island with a sandy beach in the foreground. The beach is light orange and has a pair of blue and white striped flip-flops with yellow straps. To the left of the flip-flops, there are two sets of footprints in the sand. On the right side of the beach, there is a large, colorful bird of paradise flower with orange and purple petals and green leaves. In the bottom left corner, there is a pink hibiscus flower. The ocean is a deep blue with white waves crashing onto the shore. Two white sailboats are visible on the water. The overall style is flat and colorful, typical of modern digital marketing graphics.

TRANSFORMATION ISLAND

EVENT IN A BOX

Everything you need to conduct successful,
local Presidio + VMware sales events.

[Get Started >](#)

Overview

Target Audiences & Key Messages

Overview

This “Event-in-a-Box” contains all the information, templates and tools sales and field marketing will need to plan, conduct, and follow-up on successful Presidio + VMware sales events.

OUR GOALS

- Establish and/or reinforce Presidio’s reputation as the premier provider of digital transformation solutions built on secure digital infrastructure deployed in a multi-cloud world.
- Highlight our ongoing partnership with VMware and our role in providing strategic consulting and lifecycle services with VMware’s innovative technology platforms, to design, implement and manage agile, secure, and customized multi-cloud solutions.

OUR STRATEGY

Create fun, engaging, and educational customer events that helps Presidio + VMware sales build relationships with and move customers and prospects through their Buyers’ Journeys.

OUR CREATIVE THEME

Transformation Island is our stress-free island destination devoted to educating organizations about how Presidio + VMware can help them accelerate digital transformation.

OUR SHARED VALUE PROPOSITION

Working together, Presidio + VMware design, deploy, and manage the advanced multi-cloud solutions our shared customers need to lower IT costs, operate more efficiently, empower remote workers, and lower security risk.

EVENT-IN-A-BOX SCOPE

This event-in-a-box contains elements designed to establish and reinforce our value proposition in the minds of our Target Audiences (see Target Audiences & Key Messages). You are responsible for:

- Target audience solicitation and acquisition
- Conducting this event, including co-presenting the content included
- Event-related costs (food, beverage, etc.)
- Ordering the banners and giveaways

FILE ACCESS

All visual assets contained in this document are clickable and will download the print-ready (or other) file. Click the download icons to access the source files. Make sure to open links with Chrome or Firefox if you need to make modifications.

Overview

Target Audiences & Key Messages

External Audience – Existing Customers & Prospects

We target various audiences depending upon the challenges they face and the solutions they need to achieve their business goals. We segment them by solution pillar or hub.

Pillar	Multi-Cloud	App Modernization	Anywhere Workspace	Security
Job Title	CIO, CTO, CISO, CFO, COO, LoB			
	VPs and Directors of: Apps & Platforms, Cloud Ops, Infrastructure & Ops, Networking, System Architecture, and Security	VP and Directors of: App Development, Apps & Platforms, Cloud Ops, DevOps, End User Computing, Infrastructure & Ops, Platform / System / Enterprise Architecture, and Security	VPs and Directors of: Apps & Platforms, Cloud Admin, Cloud Ops, DevOps Admin, Infrastructure & Ops, IT Ops, Networking, Security, Storage System Admin	VPs and Directors of: Apps & Platforms, Compliance, Cloud Ops, End User Computing, Information Ops, Information Security, IT Security, Infrastructure & Ops, Networking, System Architecture, and Security
Benefit	Enhance agility, increase efficiency, simplify complexity	Streamline developer experience	Improve employee experience, boost productivity	Increase security, fully-integrated cyber risk management
Reason to Believe	Build, run, manage, and secure all your apps seamlessly on any combination of clouds.	Navigate the journey, protect your investments, improve the developer experience, and accelerate your development process	Build a digital foundation that enables your employees to work seamlessly from anywhere, anytime, and on any device.	Deliver simpler, faster and smarter security that spans both your effective workforce and distributed applications.
Battlecards & Cheat Sheets	vSphere Battlecard		Workspace ONE Battlecard SD WAN Battlecard	Carbon Black Battlecard Modernize Your SOC with Carbon Black ADR

Plan

Promotion

Plan

Below are various possible activities to consider when putting on an event.



- Determine event content focus (i.e., specific sales pillar, solution, etc.)
- Notify Presidio and VMware Marketing about event date, location and content focus
- Secure a location (based on # of attendees and event video projection / other technical requirements)
- Order signage and other on-site print collateral
- Set up method for collecting registration information
 - Email
 - Phone number RSVP
 - Business card drop / collect information by hand (trade show)
 - Dedicated website registration page
- Secure Presidio and VMware SMEs to present at event
- Customize and send Save the Date emails
- Order event swag

- Order food & beverage
- Set up email invitation and send
- Promote event via social media
- Secure equipment, cords, etc., as appropriate
- Secure IT support for set up / break down

- Secure / prepare / finalize content
- Promote event via social media - 2
- Send out email reminder
- Print NDAs to distribute at event (if needed)
- Print Surveys to distribute at event
- Send attendee RSVP list to Presidio and VMware Marketing

- Bring event swag and signage to event
- Set up event signage in high traffic areas
- Set up attendee registration page at venue entrance
- Play "Find the Lost Tiki" seat warmer while guests arrive
- Have arriving customers complete and sign NDAs
- Have departing customers complete surveys

- Socialize event success on Social media channels
- Send Thank You or Sorry We Missed You emails to customers within 48 hours of the event
- Measure attendance
- Review survey results
- Report key event metrics (e.g., attendee list, survey results, etc.) to Presidio and VMware Marketing
- Call each attendee within one (1) week
- Upload all attendees into CRM system and attach them to the relative treatment within 1 week
- Track the opportunities associated with the relative treatment code or campaign codes



Plan

Promotion

Promote

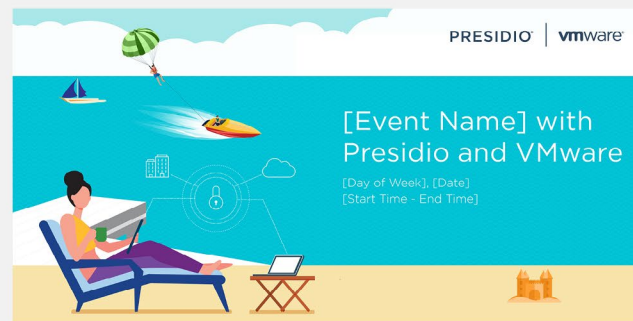
Each of our four Solution Pillars has its own set of customizable pre- and post-event promotional materials, all of which can be downloaded below. Please make sure to send out the Save the Date, Invitation, and Follow-up Emails. Additionally, please note that the social media graphics are optimized for LinkedIn and Twitter.

MULTI-CLOUD

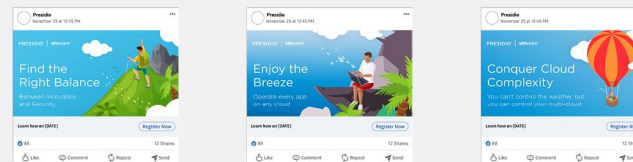
APP MODERNIZATION

ANYWHERE WORKSPACE

SECURITY



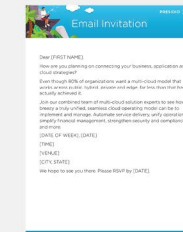
Event Page Banner



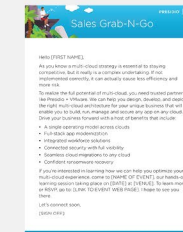
Pre-Event Socials



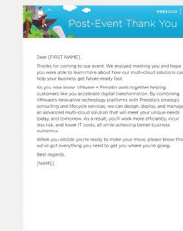
Save the Date Email



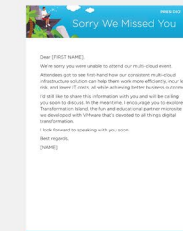
Email Invitation



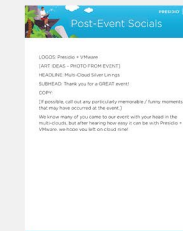
Sales Grab n Go Email



Post-Event Thank You Email



Post-Event Sorry We Missed You Email



Post-Event Socials Copy Only



Plan

Promotion

Promote

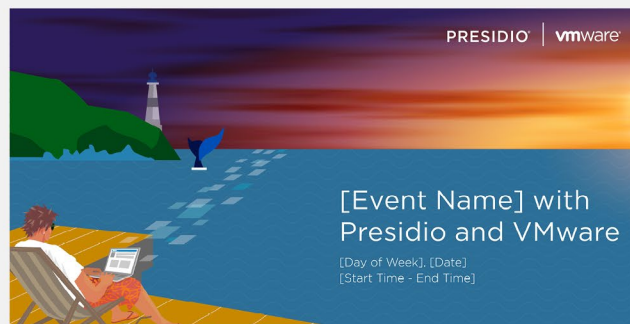
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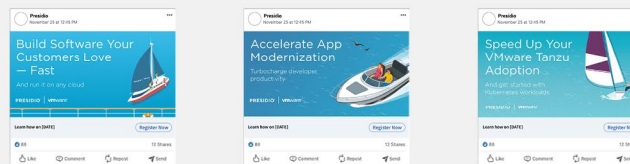
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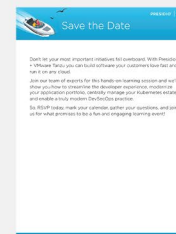
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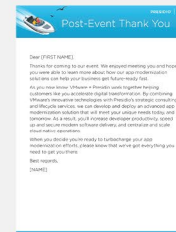
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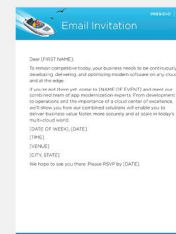
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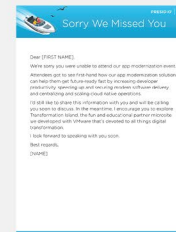
Save the Date Email



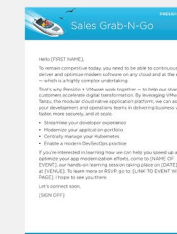
Post-Event Thank You Email



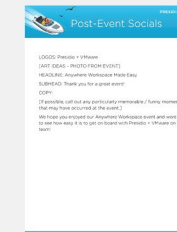
Email Invitation



Post-Event Sorry We Missed You Email



Sales Grab n Go Email



Post-Event Socials Copy Only

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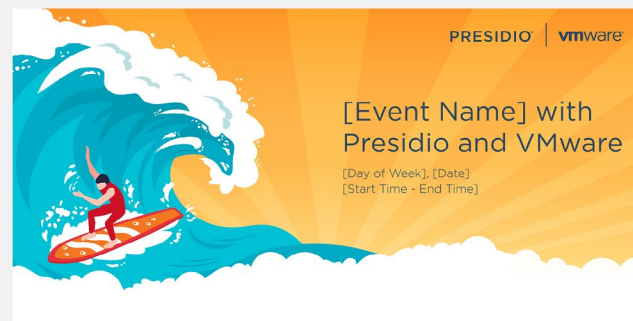
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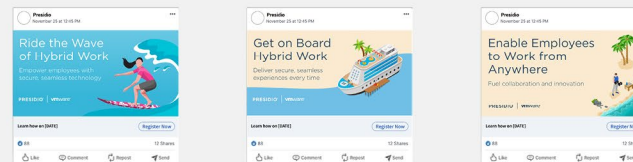
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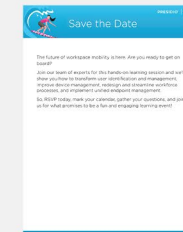
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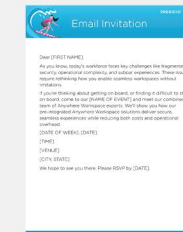
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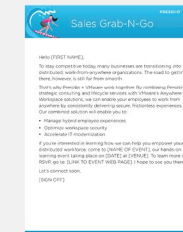
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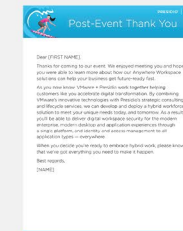
Save the Date Email



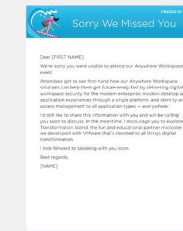
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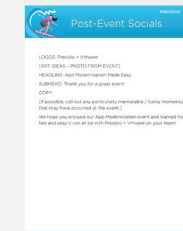
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Post-Event Socials Copy Only

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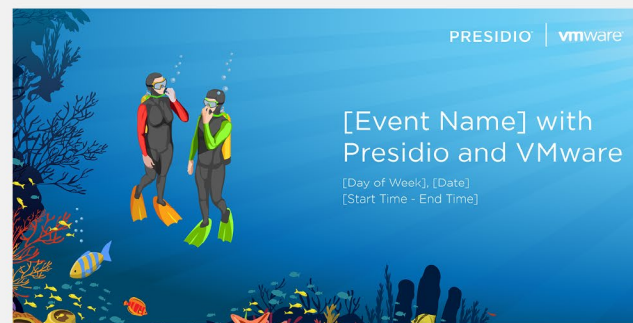
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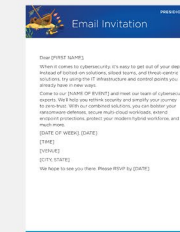
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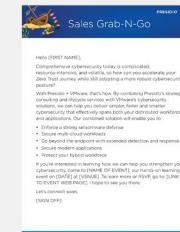
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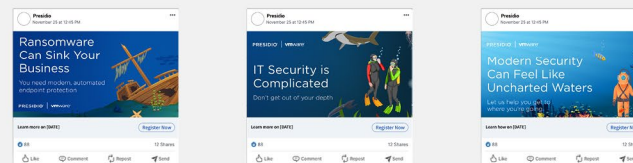
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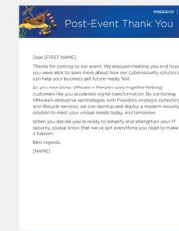
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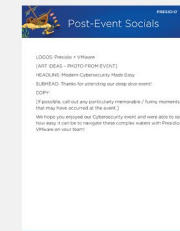
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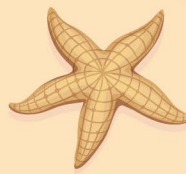
Post-Event Thank You Email



Post-Event Sorry We Missed You Email



Post-Event Socials Copy Only



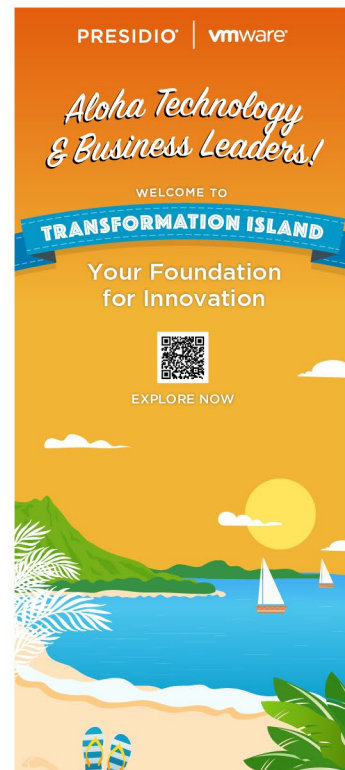
Conduct

Relevant Sales Collateral

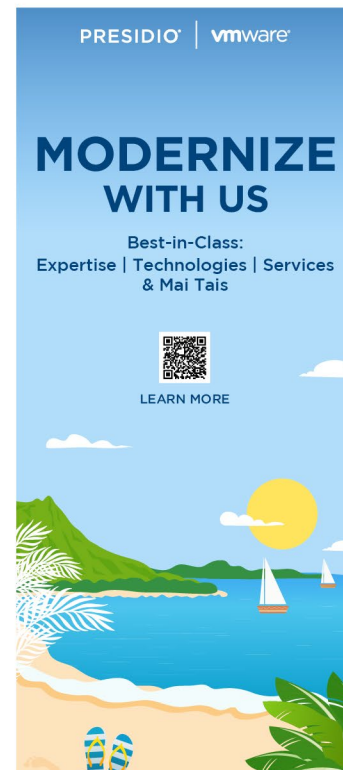
Conduct

Below are the various creatively-themed On-Site Signage and SWAG created for these events.

On-Site Signage



Stand-Up Banner 1



Stand-Up Banner 2



Table Throw



Table Top Signage



Step and Repeat Banner



Conduct

Relevant Sales Collateral

Event swag



Yeti Mug



Beach Hat



Sunglasses



Canvas Tote



Conduct

Relevant Sales Collateral

Relevant Sales Collateral

Download the Transformation Island-themed sales collateral below.

MULTI-CLOUD	APP MODERNIZATION	ANYWHERE WORKSPACE	SECURITY		
<p>VIDEO ↓</p> <p>Multi Cloud Solution Overview</p>	<p>EBOOK ↓</p> <p>Conquer Cloud Complexity and Drive Digital Business</p>	<p>WHITE PAPER ↓</p> <p>How to Achieve Cloud Success with Hybrid Cloud Management</p>	<p>INFOGRAPHIC ↓</p> <p>Cloud Leaders & Experts Share Their Six Biggest Migration Challenges</p>	<p>INFOGRAPHIC ↓</p> <p>Embrace the Cloud: Take the First Steps Towards Digital Transformation</p>	<p>INFOGRAPHIC ↓</p> <p>The Five Do's and Don'ts of HCI</p>
<p>INFOGRAPHIC ↓</p> <p>It's a Big Cloud Out There: Overcoming the Five Biggest Scalability Challenges</p>	<p>INFOGRAPHIC ↓</p> <p>Take a Deeper Dive: Explore the Benefits of VMware Cloud on AWS i3.en with Intel® Architecture</p>	<p>EBOOK ↓</p> <p>Top 5 Challenges of Modernizing Applications in the Cloud</p>	<p>SOLUTION BRIEF ↓</p> <p>Transform Your Business with a Hybrid Cloud</p>	<p>SOLUTION BRIEF ↓</p> <p>Accelerate Your Journey to the Cloud with Presidio, VMware & Intel®</p>	<p>CASE STUDY ↓</p> <p>Unlocking Organizational Agility by Migrating to the Cloud</p>



Conduct

Relevant Sales Collateral

Relevant Sales Collateral

Download the Transformation Island-themed sales collateral below.

MULTI-CLOUD	APP MODERNIZATION	ANYWHERE WORKSPACE	SECURITY
<p>INFOGRAPHIC ↓</p> <p>Transform Your Business. Not Just Your IT.</p>	<p>INFOGRAPHIC ↓</p> <p>Accelerate Your VMware Tanzu™ Technology Adoption</p>	<p>EBOOK ↓</p> <p>The State of Kubernetes 2022</p>	<p>SOLUTION BRIEF ↓</p> <p>VMware Tanzu™: Modernize Your Applications and Infrastructure to Deliver Better Software to Production, Continuously</p>
<p>EBOOK ↓</p> <p>VMware vSphere with Tanzu™</p>	<p>WHITE PAPER ↓</p> <p>Tackle Application Modernization in Days and Weeks, Not Months and Years</p>	<p>WHITE PAPER ↓</p> <p>11 Recommended Security Practices to Manage the Container Lifecycle</p>	<p>WHITE PAPER ↓</p> <p>The Counterintuitively Fastest Path to App Modernization</p>



Conduct

Relevant Sales Collateral

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Download the Transformation Island-themed sales collateral below.

MULTI-CLOUD	APP MODERNIZATION	ANYWHERE WORKSPACE	SECURITY
<p>INFOGRAPHIC ↓</p> <p>Surf's Up: Catch the Third Wave of Workspace Mobility</p>	<p>INFOGRAPHIC ↓</p> <p>Creating the Digital Workspace of the Future: Top Five Requirements to Making It Happen</p>	<p>INFOGRAPHIC ↓</p> <p>Trends in the Distributed Workforce</p>	<p>SOLUTION BRIEF ↓</p> <p>Embrace Your Anytime, Anywhere, Any Device Future with Presidio, VMware & Dell Technologies</p>
<p>WHITE PAPER ↓</p> <p>Modernizing EUC Management: From Device Provisioning to Enrollment</p>	<p>CASE STUDY ↓</p> <p>Creating a Cloud-flexible, Mobile-ready, Highly Secured Future</p>		



Conduct

Relevant Sales Collateral

Relevant Sales Collateral

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MULTI-CLOUD

APP MODERNIZATION

ANYWHERE WORKSPACE

SECURITY

INFOGRAPHIC 

Simplify Your Security Stack

INFOGRAPHIC 

17 Best Practices to Protect Against Ransomware

EBOOK 

Strengthen Your IT Security with Intrinsic Security

WHITE PAPER 

Tackle Application Modernization in Days and Weeks, Not Months and Years

DATA SHEET 

VMware Carbon Black Workload

NEXT 

PREV 

Key Contacts

Lindsay Huff

Marketing
Presidio

lhuff@presidio.com

Jordan Chambers

Sales Alliance
Presidio

jchambers@presidio.com

Jennifer Casey

Partner Marketing
VMware

jcasey@vmware.com

Paul Grew

Sales
VMware

pgrew@vmware.com

