Thought Leadership Series

Produce your EDMTalks® Industry Video

Introducing EDMTalks

- The new video series presenting expert discussions in data management
- Communicate your firm's perspectives and newest developments to a global audience

EDMTalks – Present Your Innovative Topics

EDMTalks videos are short online features (12 minutes or less) that allow you to efficiently showcase your firm's innovation and thought leadership. Your video can cover a broad range of EDM topics including:

- Latest EDM advances in data governance, data quality, data cataloging, regulatory compliance and analytics
- EDM innovation with knowledge graphs, AI, machine learning and natural language processing
- Your innovative products, services and solutions, and/or client success stories

EDMTalks Production & Distribution

Get your EDMTalks message to market quickly. EDMTalks development and marketing includes:

1. EDM Council® custom introduction
   - By Executive Director or equivalent

2. EDM Council production management
   - Opening and closing titles
   - Scripting and recording of EDM Council executive introduction
   - Final video compiling, editing and packaging
   - Note: Members take responsibility for script, development and recording of their EDMTalks segment; video production services are also available at extra cost

3. Co-branding with your brand and logo
Showcase Your Firm’s Innovation and Thought Leadership

4. **EDM Council distribution** across the global data management community, including:
   - 10,000+ EDM Council global members and guests via email notification
   - EDM Council website and homepage
   - EDMConnect™ – the EDM Council online community, with thousands of active members
   - EDM Council social channels to include LinkedIn, Twitter, YouTube
   - Occasional events, such as Members Briefs or conferences

5. **Your EDMTalks Distribution**: Member receives unlimited perpetual redistribution rights for their EDMTalks video, including:
   - Feature your EDMTalks video on your website
   - Distribute your EDMTalks video via email to customer and prospects
   - Distribute your EDMTalks video across your social channels (LinkedIn, Twitter, YouTube)
   - Promote at your own events and conferences

**EDMTalks - See Our First Production**
See our first EDMTalks video, co-produced with Kingland Systems, discussing the opportunities for NLP (Natural Language Processing) in an EDM world

- [www.youtube.com/EDMCouncil](http://www.youtube.com/EDMCouncil)

**EDMTalks Benefits**

- **Showcase your industry innovation and thought leadership**
  As an independent, non-profit advocate for the industry, joint branding and production with the EDM Council supports the relevance of your message

- **Reach the global data management community**
  Global access via all EDM Council distribution channels

- **Distribute to your customers and prospects**
  Feature your EDMTalks innovations on your email, website and social channels

- **Follow-up for more information and business opportunities**