

TECHTALK ONLINE WEBINAR SERIES

Asia Pacific Smart Cities Roadmap

POST EVENT REPORT



About the Webinar

Topic / Title:

Asia Pacific Smart Cities Roadmap

Date / Time:

December 3, 2019 | WEDNESDAY | 11 AM GMT +8

Summary:

Society as we know it is in the midst of digital transformation with a myriad of improvements across multiple fronts be it environmental, financial, or social. Countries today are investing in intelligent infrastructure to support smart city initiatives with worldwide spending estimated at US\$67.8 billion in 2018. But while there is strong interest from the government sector for smart cities, there are still challenges and issues that need to be addressed.

Presenter:**ROBERT LINSDALL**

Managing Director, Australia & New Zealand
Vertiv

Robert is responsible for general management of the Australia and New Zealand businesses of Vertiv, and he also takes an active role in building the sales & operational capabilities required to drive Vertiv's customer experience.

RESOURCES

Webinar Recording

<https://event.on24.com/wcc/r/2133741/ADEB9A05D3BCB7610DC0E2E72F03750C>

White Paper

<https://www.vertiv.com/en-asia/about/news-and-insights/articles/white-papers/smart-cities-in-asia-pacific-driving-infrastructure-and-the-data-center-at-the-edge/>

AGENDA

Welcome and Introduction (5 mins)
(by Reinier Dungca as moderator)

Presentation: Smart Cities (20 mins)
Midpoint Q&A (5 mins)
Continuation: Smart Cities (15 mins)
Conclusion: Summary, Q&A (13 mins)

Closing (2 mins)

Webinar Summary

REGISTRATIONS

154

ATTENDEE CONVERSION RATE
Attendee vs Registrants

30%

REG. PAGE CONVERSION RATE
Registration vs Reg. Page Hits

39%

TOTAL ATTENDEES:

46

EVENT DURATION

51 mins.

**QUESTIONS
ASKED**

4



Attendance Summary

TOTAL

Row Labels	Country
Australia	11
China	1
India	1
Indonesia	3
Japan	1
Malaysia	6
Myanmar	1
Pakistan	6
Philippines	6
Singapore	8
Thailand	1
United States	1
Grand Total	46

By Industry

Row Labels	Industry
Aerospace	2.17%
Banking, Financial & Insurance	6.52%
Colocation / Hosting / Cloud	4.35%
Construction & Engineering	13.04%
Fire / Alarm / Security	4.35%
Food & Beverage	2.17%
Manufacturing	13.04%
Nuclear Power	2.17%
Power Generation (excl Nuclear)	2.17%
Professional Services	21.74%
Retail Wholesale	6.52%
Telecommunications	21.74%

By Job Function

Row Labels	Job Role
Departmental Manager	6.52%
Finance / Purchasing	2.17%
IT / Technical	15.22%
Management / Executive	36.96%
Operations	10.87%
Others / Not Applicable	15.22%
Professional / Consulting	13.04%

VERTIV (14)

Row Labels	Count
Vertiv	14
Australia	4
Malaysia	3
Pakistan	1
Philippines	5
Singapore	1
Grand Total	14

Social media promotion

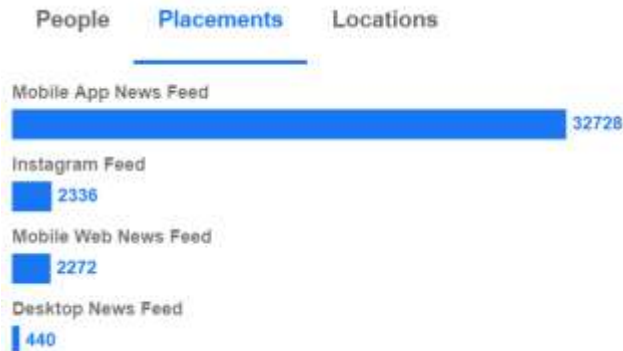
Period: November 13 to December 2, 2019

Platforms: Facebook and Instagram

Total spend: U\$200

Results:

	Engagements (Paid + Organic)	Reach (Paid + Organic)	Impressions	Clicks
Facebook	4,372	156,885	156,885	29
Instagram	571	316	4,131	24

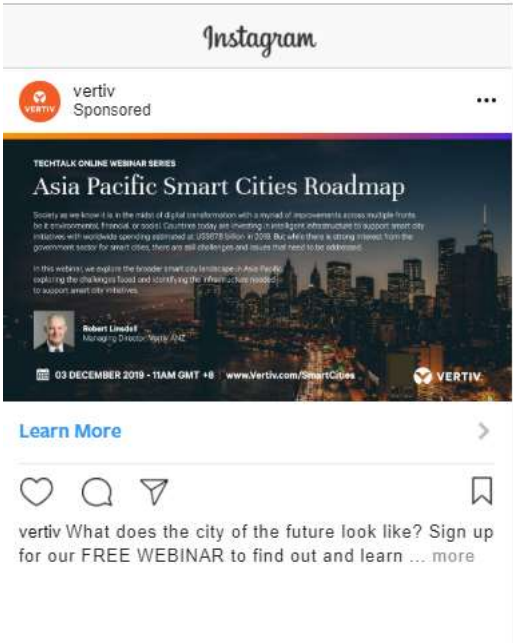


What does the city of the future look like? Sign up for our FREE WEBINAR to find out and learn and how to prepare your IT ...See More



Joy Capuno Huang and 3.4K others
7 Comments 11 Shares

Like Comment Share



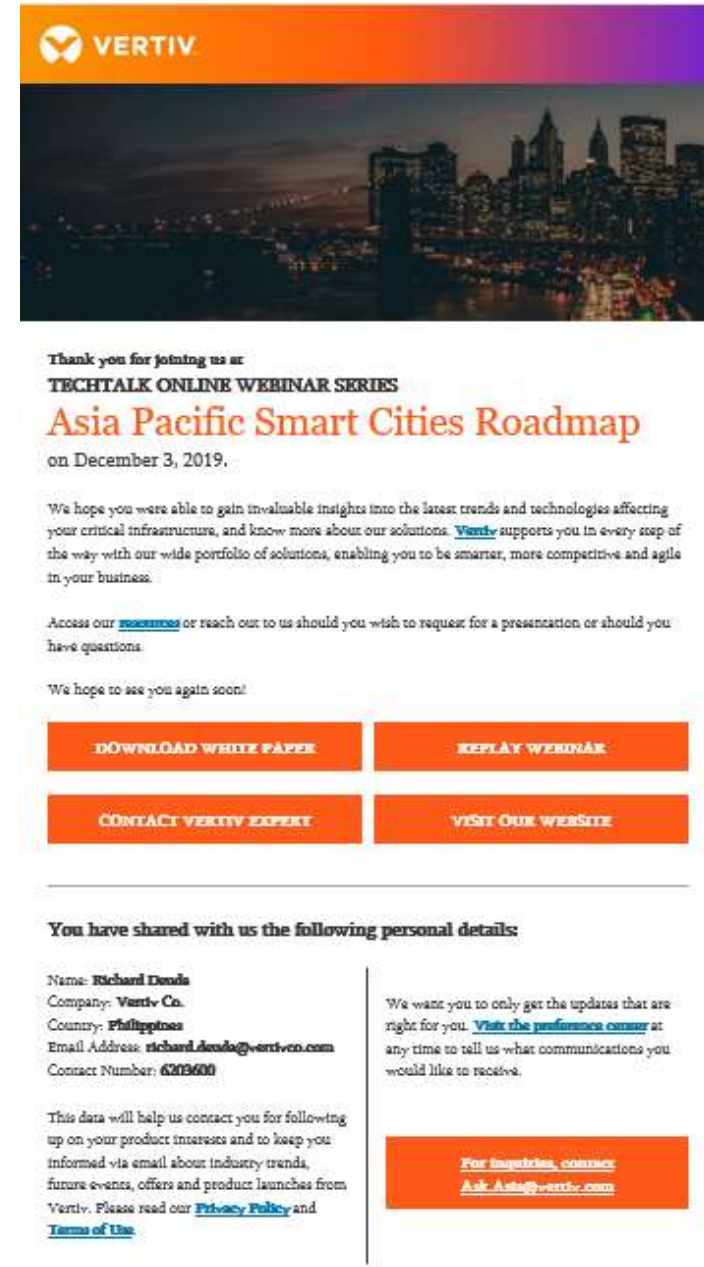
Questions from the Audience

- *How do you deal with a market like India, where the government is promoting smart cities but not investing any money, but expects the private sectors to invest?* - Yew Seng Yip, ATIS, Honorary Secretary, yubys@u.nus.edu
- *What do you see as the main barriers for smart city technology adoption in Australia?*
 - Verghese Jacob, Fmevoution, Managing Director, verghese@fmevolution.com.au
- *It this like a Building Management System?*
 - Amjad Shakoor, CMC, Manager, cmcup@cmc.net.pk

Post-Event Activities

A Thank You note with links to the recording and white paper has been sent to both internal staff and external stakeholders.

Contacts gathered will be included in our leads/contacts nurturing email campaigns.



The screenshot shows an email from Vertiv. The header features the Vertiv logo and a city skyline image. The main content is a thank-you message for attending the 'TECHTALK ONLINE WEBINAR SERIES Asia Pacific Smart Cities Roadmap' on December 3, 2019. It includes a paragraph of text about the value of the insights and a link to resources. Below this are four orange buttons: 'DOWNLOAD WHITE PAPER', 'REPLAY WEBINAR', 'CONTACT VERTIV EXPERT', and 'VISIT OUR WEBSITE'. A section titled 'You have shared with us the following personal details:' lists the registrant's information: Name: Richard Denda, Company: Vertiv Co., Country: Philippines, Email Address: richard.denda@vertiv.com, and Contact Number: 6293600. To the right of this list is a note about preference center updates. At the bottom right is an orange button with the text 'For inquiries, contact Ask Asia@vertiv.com'.

Thank you for joining us at
TECHTALK ONLINE WEBINAR SERIES
Asia Pacific Smart Cities Roadmap
on December 3, 2019.

We hope you were able to gain invaluable insights into the latest trends and technologies affecting your critical infrastructure, and know more about our solutions. [Vertiv](#) supports you in every step of the way with our wide portfolio of solutions, enabling you to be smarter, more competitive and agile in your business.

Access our [resources](#) or reach out to us should you wish to request for a presentation or should you have questions.

We hope to see you again soon!

[DOWNLOAD WHITE PAPER](#) [REPLAY WEBINAR](#)
[CONTACT VERTIV EXPERT](#) [VISIT OUR WEBSITE](#)

You have shared with us the following personal details:

Name: **Richard Denda**
Company: **Vertiv Co.**
Country: **Philippines**
Email Address: **richard.denda@vertiv.com**
Contact Number: **6293600**

We want you to only get the updates that are right for you. [Visit the preference center](#) at any time to tell us what communications you would like to receive.

[For inquiries, contact Ask Asia@vertiv.com](#)

This data will help us contact you for following up on your product interests and to keep you informed via email about industry trends, future events, offers and product launches from Vertiv. Please read our [Privacy Policy](#) and [Terms of Use](#).

