

ARROW

**Bandwidth**

The industry leading podcast designed to help the channel better understand the trends, technologies and concepts facing the IT industry today.

# Introducing Arrow Bandwidth

Arrow's unique podcast, Arrow Bandwidth, has been designed to help all channel partners keep ahead of the curve with regards to the latest trends in today's ever-changing IT market.

Arrow Bandwidth has been running since April 2016, providing regular listeners with the latest technology advances and IT trends 'on the go'. No other business competitor offers this and is a key differentiator for Arrow's communication strategy. The podcast has built momentum over time, averaging 165 plays per episode totaling over 8,200 plays in the second year.

Hosted by Arrow's Global Practice Leader - Business Intelligence David Fearn, who is joined by experts from within Arrow and from around the industry every week, the podcast is delivered weekly in a season format. A standard season lasts 15 episodes with a 5 week break and can be streamed and downloaded from industry leading platforms including iTunes, Sound Cloud and Pocket Casts.

Arrow Bandwidth reaches the breadth of the IT Channel including end users, vendors, ISVs, SPs, SIs, VARs.

The key messages within the podcast episodes are focused on illustrating Arrow's thought leadership through discussion around the concepts, trends and technologies that are influencing and disrupting the industry today.

The podcast also features a series of episodes delivered in situ from industry events across the globe. Some of the most successful have been two special podcast series at Info Security 2017 and Electronica Munich 2016. Presence at these events have not only helped promote Arrow Bandwidth but have set Arrow apart from competitors and helped open conversations that we were not having before.

The podcast is also enabling Arrow to build relationships with partners and technology companies beyond the scope of our portfolio, presenting real business insight and value to partners. Partners are also presented with the opportunity to learn more about Arrow's dynamic vendor offering.

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Arrow Bandwidth episodes are promoted in numerous different ways for different partner audiences with the aim that all partners can stay informed at their convenience.

## What we can offer

### Events

Arrow Bandwidth has the recording equipment to set up a full studio at an event stand, go mobile with a portable kit or find a happy medium with a few microphones.

### Communications

Each episode can be communicated to a segment of data interested in that topic whilst also aligned to each area of Arrow's business - Cloud, Data Centre, Mobility, Big Data & Analytics, Security, IoT and shared with those interested in that technology group.

### Social Media

Arrow Bandwidth has grown from sharing with our Arrow Twitter and LinkedIn audiences. Episodes can be shared from our key accounts in the UK and Arrow's Global social handles. **#ArrowBandwidth**

### Leadership

Each podcast episode centres on informing the leading minds of the industry on the latest technology, trends and concepts. We aim to provide strategic guidance from a range of voices from the breadth of the industry.

### Education

With growing dependency on technology education has never been so critical to our partners. Arrow Bandwidth aims to create a range of content that meets the varied requirements of our listeners tailoring it to their specific needs and always staying relevant. This content can help update and refresh the minds of your team to ensure you're ahead of the curve.

### Graduates

Graduates bring energy and a competitive edge to our partners' businesses. With Arrow Bandwidth we aim to bring fresh minds up to speed with the IT channel and iron out the complexities. Many of our partners are already using these podcasts as part of their onboarding process.

## Are you interested?

If you would like to get involved or to further discuss your opportunity, please get in touch with your assigned Arrow Marketing Manager or your Arrow Bandwidth contact on [petra.olah@arrow.com](mailto:petra.olah@arrow.com)



	Mono	Stereo
<b>ON AIR</b>	<p><b>£1,250</b></p> <ul style="list-style-type: none"> <li>&gt; Sponsor a vendor agnostic episode with 20 Second Advert recorded and played</li> </ul> <p>Includes: Recording and edit if required</p>	<p><b>£2500</b></p> <ul style="list-style-type: none"> <li>&gt; 1 × 30min recording with Arrow's Global Practice Leader - Business Intelligence David Fearn and guests of your choosing</li> </ul> <p>Includes: Arranging discussion points, 1 hour set up and sound testing, Producer to manage recording, 2 hour edit and show note creation</p>
<b>OFF AIR</b>	<ul style="list-style-type: none"> <li>&gt; Podcast will be shared from UK corporate Twitter and LinkedIn account</li> <li>&gt; Email to Arrow partner base on go live</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Mono features</li> <li>&gt; Podcast included in Arrow Global social feeds</li> <li>&gt; Email to Arrow partner base on go live</li> <li>&gt; Email feature in monthly round up</li> <li>&gt; Podcast featured on arrowthehub.co.uk</li> <li>&gt; Show notes blog post on arrowthehub.co.uk/listen</li> </ul>
<b>REPORTING</b>	<p>Report on plays, audience impressions and engagement. After month one. If further reporting is required on a more regular basis POA depending on your needs</p>	
<b>TURN IT UP TO 11</b>	<ul style="list-style-type: none"> <li>&gt; Podcast series with over 2 episodes*</li> <li>&gt; Arrow Bandwidth studio event set up and communications package*</li> <li>&gt; Arrow Bandwidth mobile event recording and communication package*</li> <li>&gt; Twitter/LinkedIn paid for advertising*</li> <li>&gt; Spotlight advert on arrowecs.co.uk*</li> </ul> <p>*Price on Application</p>	

There is a broad scope of opportunities in the recording and promotion of Arrow Bandwidth podcasts and we are happy to consult on a one to one basis to meet your requirements.

# Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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## In Person

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Call to talk or set up a face-to-face meeting with one of our knowledgeable representatives.

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### Dublin (Ireland) Office

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## Via Email

[petra.olah@arrow.com](mailto:petra.olah@arrow.com)

Email us for answers to questions or to start a conversation.

## Online

[arrowthehub.co.uk/listen](http://arrowthehub.co.uk/listen)

Visit our blog for the latest podcasts and updates

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