# ¿What is SG Virtual?

SG Virtual 2023 is a free online conference for software professionals in Latin America.

It will consist of 3 track days:

- Testing & SQA (March 28, 2023)
- Cybersecurity (March 29, 2023)
- Accelerating SW development (March 30, 2023)

# About SG Virtual

SG Virtual has been held for 17 editions (yes, we have doing online conferences for a long time now).

It is organized by Software Guru, the leading media for software professionals in Latin America. We have been organizing online global conferences, which has provided us with the learning and best practices on digital events production.

# Audience

# Audience profile

| | |
|---|---|
| Developer | 31% |
| Tech decision maker (CTO, IT Manager, Tech lead) | 15% |
| Students | 15% |
| Data (science/engineering) | 10% |
| Project/product manager/QA | 9% |
| Researchers | 8% |
| C level & business line managers | 5% |
| Other (Mkt, HR, Sales) | 7% |

Main Industries:
Finance, Retail, Government, Media, IT.

# Reach

**+1,500 participants registered**
**+200 live attendees per session**

**Additional reach:**
The recorded sessions will be available at SG YouTube channel for open viewing. On average, each video gets 2,000 views.

**Countries with more participation:**
70% Mexico, 9% Colombia, 5% US, 3% Peru, 2% Argentina, Chile, Guatemala, Ecuador, España and Panamá.

# Structure & Content

# Structure and Content

SG Virtual will be a serie of events each one focused in different topics .

- Testing & SQA
- Cybersecurity & DevSecOps
- Trends for accelerating software development (low code, AI-driven)

Each event includes: Talks (45 min each) and 2 workshops (90 min each).

*The sessions and workshops can be held in English. The sessions will have live translation, for workshops we consider translation is not required.*

# Sponsorship
# Packages and Benefits

Special price for PYMES, ask for it!

# Positioning and lead generation

**Event chat**
Discord will be used for additional interaction and activities with participants.

**Swag bag**
Sponsors can participate in the virtual swag bag, providing gifts and promotions in order to capture additional attendee data.

**Call to action**
During live sessions we provide "Call to action" links to direct the audience to sponsors' website or desired resources.

# Deliverables

- Session or Workshop recordings in mp4 format, ready for being published at sponsor channels.

- Session live attendees data*, and for workshop we will deliver the data of all the participants registered to the workshop.
*Includes personal data of the attendees that opt-in to share.

- Statistics and Final report.

# Contact us

We will be happy to help you.

sgvirtual@sg.com.mx

https://sg.com.mx/sgvirtual