

Date: 16 November 2021

PRESS RELEASE: For Immediate Release

TechnologyAdvice to Host DemandFest, Virtual Conference for B2B Tech Marketers

Nashville, TN, [16 November 2021] -- TechnologyAdvice, a full-service B2B media company, will host [DemandFest](#) on December 9 from 11 am - 3 pm CST.

DemandFest is a virtual conference for B2B marketers in the tech industry centered around trending topics in the marketing and demand generation space

The online event will feature experts in the B2B tech marketing industry, including Sangram Vajre, co-founder of Terminus and WSJ best-selling author of MOVE. The keynote speaker will be Ajit Sivadasan, Lenovo's President and Global Head of DTC.

Each DemandFest session is designed to help mid-level B2B tech marketers learn new industry tips and tricks they can implement in their own teams. Sessions include:

- Panel: What You Don't Know About B2B Buyers is Hurting Your Marketing
- Panel: How to Build Your Brand with Out-of-Market Buyers
- Panel: How to Use Next-Generation Engagement Data to Fuel Prospect Outreach
- Keynote: How to Build Lasting Client Relationships in an Ever-Changing Digital World

For more information about the event or to register, please visit [demandfest.tech](#).

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About TechnologyAdvice: *TechnologyAdvice is a full-service B2B media company that delivers marketing and data for technology companies to help them find their ideal customers. With worldwide teams and audiences, TechnologyAdvice engages technology buyers through brands such as Developer.com, eWeek, Datamation and Webopedia, email newsletters, and phone conversations. Last year, TechnologyAdvice connected more than one million technology buyers with over 600 of the world's best technology companies.*