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PRESS RELEASE

For Immediate Release:

TechnologyAdvice To Host Second Demandfest For B2B Marketers

Nashville, TN, [March 8, 2021] -- TechnologyAdvice, the Nashville-based B2B marketing services company, announces the second installment of DemandFest will take place on Tuesday, April 6, from 1:00 pm - 4:00 pm. DemandFest is a mini virtual event designed for B2B marketers in the technology industry.

The event will feature representatives from BMC Software, Tanium, Data.World, Reciprocity Labs, Nice inContact, Rapid7, Everbridge, ServiceNow, and host, TechnologyAdvice.

DemandFest will include four sessions, all aimed at answering important questions for B2B marketers.

- **Panelist Session: What These 3 Companies Learned in 2020 That Scaled Into 2021**
- **Case Study: How Rapid7 Identifies the Right Pain Points to See Increased Conversion Rates**
- **Panelist Session: 5 Marketing Industry Shifts You Need to Prepare for Now** ● **TA Product Roadmap**

The first installment of DemandFest on December 2, 2020, allowed organizers to learn the best practices for creating a virtual event. This year's event will be a reflection of their takeaways. Sr. Demand Generation Manager, Lauren Eubanks said, "Virtual events will always be successful in a different way. You will never be able to completely replicate the in-person event relationship building, but you can drive higher attendance from the convenience of someone's home".

DemandFest will continue on Wednesday, April 7, for DemandFest DeepDives Workshop. Participants will be invited to ask questions and discuss specific pain points during a round table discussion.

More information about the event and registration is available on <https://demandfest.tech/>.

About TechnologyAdvice: *TechnologyAdvice is a full-service B2B media company that specializes in connecting buyers and sellers of business technology.*

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