



2019 CRN Channel Chiefs

About the program

For the fourth year running, CRN will recognise vendors' Australian senior channel leaders!

CRN Channel Chiefs is the indispensable directory of who's who in the channel. When the Australian channel needs to engage with a vendor, Channel Chiefs tells them who to contact!

The directory will be launched online at Channel Academy, a new event at which CRN will share best practice marketing for partners.

We'll then include Channel Chiefs in the November/December edition of CRN Magazine.

ENHANCED LISTINGS

New for 2019, CRN offers vendors the chance to secure an Enhanced Listing;

- Enhanced listings offer more information about your channel program and key channel personnel.
- Extended detail on sponsors' channel chiefs.
- A brief description of key channel program features.
- Extended listing of 3 other key channel personnel.
- Contact details for key personnel and URL for channel program.
- Two weeks of your profile's inclusion in CRN's twicedaily Channelwire newsletter.

Regular listings are free and include basic details.

You can [download the full list of questions here](#), though you will need to come back to this site to complete the submission.

WHAT IS A CHANNEL CHIEF?

The Channel Chiefs directory lists a vendor's most senior executive with direct responsibility for managing resellers and/or partners in Australia.

That could include:

- Channel Managers or other execs purely focused on fostering a vendor's channel ecosystem and strategy in Australia;

- Executives whose roles *include* responsibility for a vendor's channel ecosystem and strategy in Australia, and who have more responsibility for doing so than any other Australian employee at the vendor;
- Sales directors or managers who are a vendor's most senior driver of channel strategy and sales.

CRN understands that not every vendor has a neat title for its senior channel execs. The form lets you explain why you belong!

DEADLINE AND REQUIREMENTS

The deadline for submission is Friday September 6th 2019.

To secure your place in the Channel Chiefs directory, we require your logo and an image of your channel chief. The form includes upload facilities for those images.

Only one executive per company will be covered in a basic Channel Chiefs entry. Enhanced Listings list up to three key personnel.

There is a limit to the number of channel chiefs we can include, so not all submissions will be published.

CRN reserves the right to decide who appears in the final published list, and to edit any content provided to fit our format.

If any questions, please contact events@crn.com.au or call 61 2 9901 6184.

Click NEXT to begin y



2019 CRN Channel Chiefs

About the Channel Chief

* 1. Please provide the details of your company's most senior Australian channel representative.

Company name

First name

Last name

Job title

State (work)

Work Email address (will not be published)

Work telephone (will not be published)

Mobile - (this will not be published)

* 2. If your Channel Chief's job title doesn't reflect their responsibilities, please explain why they belong in our directory.

* 3. When did your Channel Chief start their role?

When did they start as Channel Chief?

When did they join this company?

Has your Channel Chief done the job before? If so, at which vendor(s)?

4. To help us if we need to check any details, please provide the contact details of the person filling out this form.

Company name

First name

Last name

Job title

Email address

Telephone

5. Please upload an image of your Channel Chief.

Images must be:

- Landscape orientation
- At least 1400 x 900 pixels
- A .JPG or .PNG file
- No larger than 15 megabytes

We vastly prefer shots taken by a photographer. Snaps taken with smartphones do not reproduce well.

Choose File

No file chosen



2019 CRN Channel Chiefs

Choose a Basic or Enhanced Listing

The 2019 CRN Channel Chiefs Directory features two types of listing: Basic and Enhanced.

A Basic Listing includes:

- Your company name
- The name and photo of your channel chief
- Up to 50 words on the kind of partners you want to work with
- A list of your distributors

An Enhanced Listing includes:

- Your company name and logo
- Contact details
- The name and photo of your channel chief PLUS details of up to three other key channel contacts
- A URL for your key channel information
- Up to 50 words on the key features of your channel program
- Up to 50 words on the kind of partners you want to work with
- A short channel success story about one of your partners
- A list of your Australian distributors
- Your Enhanced Listing featured in CRN's twice-daily Channelwire newsletter for two weeks

Here's how Basic and Enhanced Listings will look in print. The Basic listing is in beige, the Enhanced in red.

Basic Listing

Vendor description Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. Orepudit lab illicum fugias et landisquae nos asit res quam eostius ciissusam conesti busdae nia sim con nimus, site doluptatem intibus apicimagnis Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. undit exceatus dolum sitat exersperempe autessequam



Name of Channel chief

Company position of channel chief

What kind of partners are you looking for?

Vendor description Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. Orepudit lab illicum fugias et landisquae nos asit res quam eostius ciissusam conesti busdae nia sim con nimus, site doluptatem intibus apicimagnis Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. undit exceatus dolum sitat exersperempe autessequam

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Who are your Australian distributors? Vendor description Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. Orepudit

Basic Listing

Vendor description Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. Orepudit lab illicum fugias et landisquae nos asit res quam eostius ciissusam conesti busdae nia sim con nimus, site doluptatem intibus apicimagnis Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. undit exceatus dolum sitat exersperempe autessequam



Name of Channel chief

Company position of channel chief

What kind of partners are you looking for?

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Who are your Australian distributors? Vendor description Et et aut undit exceatus dolum sitat exersperempe autessequam, tem. Orepudit

Enhanced listing - CRN.com.au

CRN is a central source of news and business insight for IT resellers, systems integrators, managed service providers, IT solutions companies and distributors and vendors. We have multiple touch points across the IT channel, including print, online, awards, mobile media, roundtables and webinars.



Simon Sharwood

Editorial Director



KEY CHANNEL CONTACTS:

Prue Herman, Commercial Director; Brendon Foye, Journalist; Nico Arboleda, Journalist.

WHERE CAN I LEARN MORE?:

crn.com.au/channelchiefs/about

What are the key features of your channel program?

CRN has a specific channel focus within the magazine and online content, which educates and

informs on the latest news, emerging trends and products. CRN magazine is a premium IT business publication. It is reader focused with heavy investment in editorial. We provide analysis, commentary and leading-edge technology advice.

The CRN website is the daily source of breaking news from the world of IT, relentlessly focused on the needs of the channel. CRN is a nextmedia brand.

What kind of partners are you looking for? nextmedia was established in 2008 as a new entrant to the special interest publishing sector. The successful acquisition of the businesses of Horwitz Publications, Bluewater Publishing, Chevron Publishing, Next Publishing as well as subsequent acquisitions of Green Lifestyle Magazine, Yen, DMAG, Motorsport News, Disney, Art Almanac, Healthy Food Guide, Aust / NZ Snowboarding, Inside Cricket, Popular Science and Science Illustrated.

Share a recent channel success story? nextmedia is a leading Australian magazine publishing business focusing on providing passionate communities with the information they seek.. nextmedia is unique and innovative and understands its readers and creates carefully targeted content to inspire, inform and engage readers in their passions.

The online experience will be similarly different: a Basic Listing will have a single paragraph of information and small graphics. An Enhanced Listing will use an alternate palette that pops off the page!

Basic Listings are free.

Enhanced Listings are \$3,000+ GST

6. Do you want a basic or enhanced listing in the 2019 CRN Channel Chiefs Directory?

☐

I want a basic listing ONLY

☐

I want an ENHANCED LISTING



2019 CRN Channel Chiefs

Basic Listing collection

Please provide readers with an insight into your role and responsibilities. We can only accommodate a small amount of text so please limit your responses to a few sentences.

7. What kinds of partners are you looking for?

If there are any specific areas in your channel coverage where you are looking for new partners, please let us know. This could include things such as geographies, industry verticals, solution sets or partner certifications.

Please limit your responses to 50 words

8. Who are your Australian distributors?

9. Anything else?

Please use this box to cover any news or information you'd like to share with CRN and our readers.

You can also use this box to make the case for why your submission should be included.

Please limit your responses to a few sentences, max.



2019 CRN Channel Chiefs

Enhanced Listing collection

Please provide readers with an insight into your role and responsibilities. We can only accommodate a small amount of text so please limit your responses to a few sentences.

10. Who should we invoice for the Enhanced Listing?

- ☐ Your Channel Chief
- ☐ The person submitting this form

11. Please upload your logo.

The bigger the better. JPGs and PNGs only, please.

Size limit: 16MB.

Choose File

No file chosen

12. What kinds of partners are you looking for?

If there are any specific areas in your channel coverage where you are looking for new partners, please let us know. This could include things such as geographies, industry verticals, solution sets or partner certifications.

Please limit your responses to 50 words

13. What are the key features of your channel program.

Let us know the things that will really convince partners to want to do business with you: rebates, tiers, enablement programs and so on .

Please limit your responses to 50 words.

14. Share a success story about one of your Australian partners.

Explain how your channel programs resulted in business for one of your partners. Don't worry if you can't name that partner - describe them generically using a location and business type. For example - "A Melbourne MSP" or "A Darwin reseller".

Please limit your responses to 75 words.

15. Who are your Australian distributors?

16. What is the best URL for CRN readers to find more information about your channel program?

17. Which members of your channel team would you like to include in your Enhanced Listing?

Name of your first team member

What is your first team member's job title?

Name of your second team member

What is your second team member's job title?

Name of your third team member

What is your third team member's job title?



2019 CRN Channel Chiefs

Sponsor and subscribe

18. CRN offers a limited number of sponsorship opportunities as part of the '2019 CRN Channel Chiefs' special edition and Channel Academy event. This is a way to increase your exposure and boost your team's profile among CRN's thousands of readers. Would you like more information?

- ☐ Yes - Sent to our Channel Chief
- ☐ Yes - Sent to the person who completed this form
- ☐ No, thanks!

19. The first place you'll hear about the 2019 Channel Chiefs is our CRN Channelwire free daily email newsletter, packed with the biggest and best IT stories from Australia and the world. Do you want to subscribe?

Please confirm you have read and accept the [privacy policy](#) and [terms and conditions](#). By submitting your email address you agree to receive the CRN newsletter and receive special offers on behalf of CRN, nextmedia and its valued partners. We will not share your details with third parties.

☐ Sign me up

Please click '**Done**' to complete your entry. Please ensure you are happy with the information provided because once you have clicked **Next**, you will not be able to go back and update your entry.

If any questions, please do not hesitate to contact us on: events@crn.com.au or call 02 - 9901 6184.