



WEBINAR SERIES

venuefinder.com

What is it?

Webinars are a rapidly growing online seminar format that brings together a panel of experts to discuss a hot topic. Audio webinars provide genuine and memorable user engagement and unrivalled measurability. The audience can listen and interact with the panel in real time via their computer and from the comfort of their own desk. This saves time and money by eliminating the need to travel.

The webinars and supporting content will be housed in Venuefinder.com for easy access and will be accessible for 6 months after the final live broadcast.

Why do it?

An audio webinar is a powerful way for brands to:

- Draw industry attention to a key theme
- Build community around a subject area
- Generate leads
- Interact with potential customers
- Demonstrate thought-leadership
- Align the brand to a specific subject
- Raise brand awareness

How it works?

The Venuefinder team will work in collaboration with you to:

- Create engaging and authoritative topics for your webinar
- Develop an area on Venuefinder.com to act as a hub for all webinars and related content available on-demand for 6 months after the live session
- Promote the events via 2 dual branded HTML marketing emails to the target audience, social media and sponsored content links
- Make leads and engagement analytics available to sponsor
- Opportunity to include surveys, polls and social media feeds gaining real time feedback from attendees

Additional options:

- Maximise engagement with a bespoke social media campaign through hash tags, blogs, groups, twitter chair, interviews, crowd sourcing, etc.
- Produce a video file on each webinar for sponsor's own use
- Video webinars with live streaming

The package

Venuefinder Webinar

- Built and managed by Venuefinder
- Featuring sponsor and Venuefinder branding
- Two stage approval process, 1st proof for amends and final proof for sign off
- Access to data and full reporting
- Full data capture and lead generation from each webinar
- Content hosted on-demand for 6 months

Bespoke Promotional Campaign

- At least 2 marketing emails to target audience
- Sponsored content links on venuefinder.com

Typical Investment

Webinar

£POA

A person wearing a white shirt is using a laptop. The laptop screen displays a blue background with a white tree-like graphic. Several small, semi-transparent images are floating around the laptop, including a globe, a person in a suit, a landscape, and a close-up of a green object. A white box with a dark border is overlaid on the laptop screen, containing the text 'Contact Us'.

Contact Us

If you have a topic you would like to discuss and share with the Venuefinder audience, get in touch with a member of the team today:

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