Webinars are #1
most relied-upon content type to stay up-to-date and informed on their industry

2021 Audience Survey: Informa Connect Life Sciences

WHAT WE OFFER:
- Webinar concierge support
- Promotion via e-mail (2 - 3 blasts) and social media (1 - 2 posts)
- Qualified leads from all registered session attendees
- MP4 video file with full distribution rights
- Hosting on “ON24” platform for 6 months

WHY WEBINARS?:
- connect with customers, partner interested in your offer/products/services/working with you
- extend your reach
- position your company as a trusted partner
- position your company as an expert in your field

https://www.ebdgroup.com/
WEBINARS NUMBERS AND FACTS

ENGAGE A QUALIFIED AUDIENCE

- **170K+** email contact database (compared to **25K** Xconomy subscriber database only)
- **40K** social media followers
- **2.6 million** annual web visitors

SEGMENT OUR DATABASE ACCORDING TO YOUR NEEDS TO REACH YOUR TARGET AUDIENCE

FORMAT:

- Pre-recorded
- Live
- **Combination** of both - pre-recorded discussion and live Q&A Session
- 1 - 3 panellists + moderator (optionally, according to number of panellists)

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LEAD GENERATION:
- around 250 registrations on average
- 40% show rate (live + on-demand attendees)
- All leads generated will be provided GDPR-compliant

PRICING:
EUR 14,000

TIMELINE:
- Minimum of 6 weeks lead time prior to webinar
- approx. 2 weeks for setting-up content and registration page
- 2 - 4 weeks promotion time

CONTACT:
Simone Haas
shaas@ebdgroup.com

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