

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





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

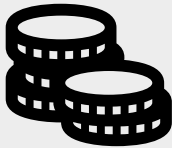
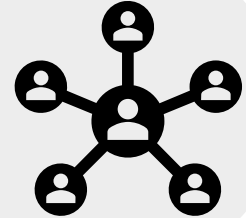


FORMAT:

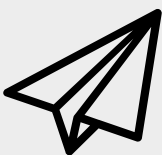
- **Pre-recorded**
- **Live**
- **Combination** of both - pre-recorded discussion and live Q&A Session
- 1 - 3 panellists + moderator (optionally, according to number of panellists)

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

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