

### WEBCASTS

Webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

#### Co-sponsor an existing webcast:

Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email

#### Sole sponsor:

Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

### SPECIFICATIONS

#### LEAD SPONSOR

- Webinar title
- Date and time
- Company logo
- High-res image
- Webinar description
- Speakers – name, job title and headshot
- .PPX presentation file
- Date set for all speakers to do a test
- Email address for each speaker
- All webcasts are audio only, commentary over powerpoint slides
- Upgrades available for: MP4 file, screen share, video of speakers. PDF



**Deadline date**  
Please send one month before live webcast, at the latest. The sooner we receive it the sooner the promoting can begin

**Send copy to**  
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