

What's an Endpoints News webinar?

Endpoints News webinars are produced and promoted by Endpoints but programmed by you. You determine the webinar's content, from choosing the topic to selecting your panelists, allowing you to tailor it to your specific goals and audience.

- Up to 60 minutes long
- Presentation, roundtable, or a combination of both
- Regaged live audience, including industry specialists and decision-makers
- ? Can include audience Q&A sessions
- Optional moderator, or bring your own
- Weekly blinded updates throughout the campaign

Reasons to sponsor a webinar

Representation Representation Repr

Captivate 300-500 registrants per webinar, with an impressive 40% average live attendance, plus additional on-demand views.

Measurable success

Track your webinar's performance with detailed metrics on campaign results and in-event engagement.

Own your content

Get the mp4 video file of your webinar after the broadcast, along with full rights to repurpose the video as you see fit.

Gain

Gain access to a valuable list of registrants and attendees, including their contact information and company details.

Sustained value

E Lead acquisition

Our webinars continue to deliver long-term value, with a significant 38% increase in views three months after airing and a steady 6-8% growth in new registrations.

Expert positioning

Leverage the webinar recording to showcase your expertise, enhancing your website, social campaigns, and sales efforts.

300-500

average registrants

40% attendance

rate

7% more registrants and 38% increase in incremental views 90 days after airing

Included in your partnership

Hands-on partnership

We manage the entire process from production to marketing.



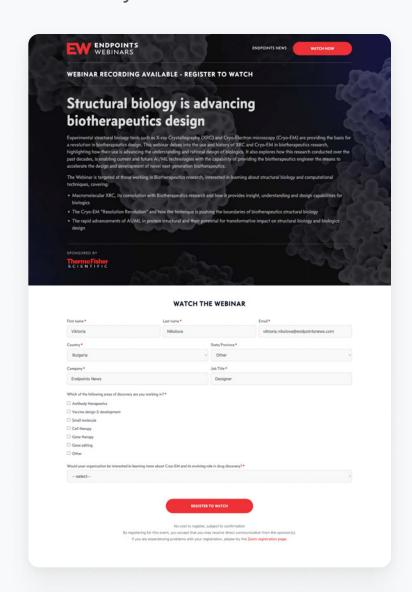
Moderation

We can provide a moderator for your webinar, or you can choose your own.



Webinar landing page

Hosted on Endpoints Webinars for at least a year.



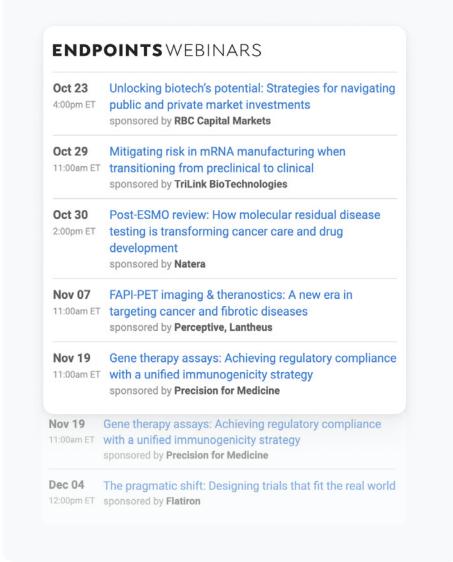
Complete ad set

We'll create a complete ad set for the webinar, which you can use for promotion on your own channels.



Newsletter listings

Listings in the Early Edition and Endpoints Main Edition newsletters, plus in the weekly webinar digest.



Comprehensive reports

- Weekly blinded reports throughout promotional periods.
- Audience analysis report detailing your top attending companies, job titles, regions and industries.
- Final unblinded attendee and registration report after the event.
- Poll results (if applicable).
- **Q&A** report with full names and email addresses of askers.
- On-demand reporting after the event.

Also included

Tech support team to ensure a smooth experience, client success managers, and more.

