







ENDPOINTS Webinars

Partnership Opportunities




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
-  Engaged 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

**Engaged audience**


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

**Lead acquisition**


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

**Measurable success**


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

**Sustained value**

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.

**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.

**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.

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