

Grow your audience by engaging ours.

Webinars provide strong demand generation opportunities and the ability to build brand awareness, engage with your target audience and establish thought leadership in your industry.

Your target audience also finds great value in viewing webinars. They are convenient to attend and the events themselves are more robust, interactive and compelling than ever before.

Put our audience and expertise to work for you.

You tell us whom you want to reach and we'll target them via a multichannel marketing plan included in your package. We also provide hands-on, full-service project management that will guide you through planning and executing your webinar. No other media provider can match our audience reach or expertise in hosting your webinar.

Which webinar is right for you?

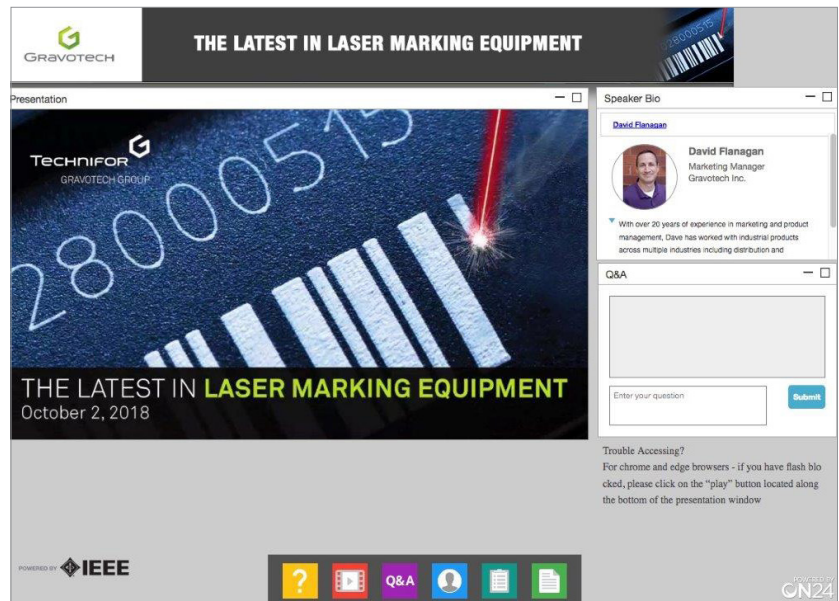
Work with us to determine which webinar type meets your goals. We can customize your webinar offering to make sure you maximize your exposure and effect on your target audience of engineers and technical professionals.

Together, we'll answer these questions:

- Do you have content, or do you need our team of technical experts to design the topic?
- Who will present? Your in-house expert can present, or one of our experts can present the material. Additionally, the webinar can include a panel of experts and a moderator.
- Will this be live, partially live, or pre-recorded?
- Will video be included?
- Do you want attendees to have the option to earn Professional Development Hours (PDH) or Continuing Education Units (CEU)?

All Webinars include:

- On demand viewing
- Amplification before and after launch
- Custom audience aggregation



67%

OF TECHNICAL PROFESSIONALS
ATTENDED AT LEAST ONE WEBINAR
OR ONLINE EVENT IN THE PAST
YEAR

31%

OF TECHNICAL PROFESSIONALS
ATTENDED FOUR OR MORE
WEBINARS OR ONLINE EVENTS IN
THE PAST YEAR

*IEEE GlobalSpec and TREW Marketing 2019 Smart Marketing for Engineers