

INDUSTRYWEEK Webcasts

LEVERAGING ARC EXPERTISE



Deliver Value

From audience acquisition and registration through production and archiving, INDUSTRYWEEK handles all webcast logistics.

Audience Development

A comprehensive marketing program is built into your webcast sponsorship. IW produces the marketing materials and promotes the event to tens of thousands of senior executives including mention in the magazine's table of contents (circulation 125,000), a schedule of promotions in IW's e-newsletters, focused e-mail invitations to IW's opt-in list, and prominent promotion on IW's website. IW can also assist in promoting to your existing client and prospect database. Including ARC content increases audience acquisition. In addition, ARC promotes the event in their publications, news service, and the ARC website.

Registration and Customer Service

IW hosts the registration form, customizable with your qualification questions. Confirmations are sent via e-mail to each registrant with event details and your company name.

Production

IW will provide content guidance and suggestions to ensure the event is compelling to the audience. Before the event, we will hold a rehearsal and coach presenters.

Broadcast

IW manages the entire broadcast and provides technical support during the event. An IW moderator opens the webcast, introduces speakers, and moderates the Q&A session during the last portion of the event. Interactive audience polling questions can be built into the presentations. Attendees are asked to participate in a post-broadcast exit survey, which is also customizable.

Archives

INDUSTRYWEEK and ARC archive the event on their websites for one full year, providing continued exposure. Attendees and non-attendees are sent e-mails with a link to the archive.

Create Demand

Communicating with potential customers is increasingly difficult in today's business world. New SPAM laws, decreasing response rates on direct mail campaigns, and the high cost of in-person events are all changing the way you find new prospects. Develop quality prospects quickly and cost-effectively by sponsoring an INDUSTRYWEEK-hosted webcast presented with ARC. Align yourself with industry thought leaders—the most prominent authorities in manufacturing for senior executives.



Generate Leads

Sponsor an INDUSTRYWEEK-hosted webcast, presented with ARC, on a topic related to your company's core focus and collect valuable management-level leads. Webcasts are a cost-effective way to build relationships with a large group of business decision-makers. By working with the media partner that is the premier brand in the manufacturing world, INDUSTRYWEEK, and the thought-leading analyst firm, ARC, you are positioning your company as a trusted partner who can help manufacturers solve their business problems. An IW/ARC webcast provides your company with a prequalified audience of prospects who are interested in your specific topic.

Reap Rewards

After the event is completed, you receive an extensive database with information on all registrants, all attendees, results of polling questions, a complete log of the Q&A session, and the results of a post-event exit survey. We will also provide you with an executive summary that highlights the results of the webcast, so you can communicate the event's effectiveness to key members within your own organization!

"We sponsored an INDUSTRYWEEK webcast featuring ARC and were pleased with the number of qualified opportunities generated from our participation. The team at IW delivers a well-managed webcast program, beginning with the pre-event marketing all the way through the post-event reporting and analysis. Adding an ARC analyst presentation definitely enhanced the value of the webcast."

*Kara Glencross
Director of Marketing, Visiprise*

For more information about IW webcasts, please contact your INDUSTRYWEEK sales representative, or call general manager Michael Madej at 216-931-9637.

View IW's current and archived webcasts at <http://www.industryweek.com/webcasts>.

