

# Make Webinars Part of Your Lead Generation Strategy and Showcase Your Expertise



Webinars are a great way to showcase your knowledge and expertise on construction-related topics – giving attendees the information they need all while you collect more than **775 average\*** registrant leads. Our leading subscriber database ensures quality registrations and you receive full contact and demographic information of your attendees. **PLAN FOR A WEBINAR TODAY!**

*"We love working with BNP on webinars. The intuitive interface of the webinar platform and detailed reporting not only makes it easy to see the success of this partnership in real time, but provides invaluable insight as to the quality of leads being produced. Would recommend time and time again."*

*- Alisa Snyder, Sr. Manager, Brand & Customer Advocacy, Procore*





**93%** of attendees would attend future webinars\*\*

## ENR Average Webinar Stats

**52** VIEWED MINUTES\*\*\*

**778** GUESTS REGISTERED\*

**300** GUESTS ATTENDED\*



**47%** Respond to Polls\*\*\*



**40%** Document Downloads\*\*\*



**26%** Q&A Participation\*\*\*



**15%** Respond to Surveys\*\*\*

## WEBINAR TYPES:



### EDITORIAL CEU:

- Content created and moderated by ENR's editorial team
- Sponsor rep intro and closing remarks
- CEU benefits (ask for details)

### SPONSOR CEU:<sup>1</sup>

- Content provided by the sponsor
- Moderator provided by ENR
- Live or on-demand
- Silent, audio or webcam
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### FREQUENCY AND ADVERTISER DISCOUNTS OFFERED!

- 2 WEBINARS = **10% DISCOUNT**
- 3 WEBINARS = **15% DISCOUNT**
- 4+ WEBINARS = **20% DISCOUNT**

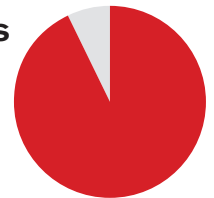
<sup>1</sup> Add-on content development to your sponsor Webinar for additional fee.

## VIDEO

Over half of B2B consumers find video webinars highly valuable.<sup>+</sup>

## 97% VIDEO WATCHERS TAKE ACTION.<sup>+</sup>

- Share information
- Investigate companies
- Discuss with someone else



**WEBCAM:** Deliver live video from your home, office or studio by adding a webcam to your presentation allowing you to be the face of your brand.

**MP4:** A video file of your webinar can be created and hosted on our sites, your website or YouTube.

**BROADCAST LIVE:** Whether you have a physical event or just want your webinar to look professional, let us come to you to broadcast your speakers live on video – all that's needed is internet access.

## CEUs

Further enhance your expertise by offering continuing education units (CEUs) to attendees. CEUs draw more people to your webinar and keep them engaged longer.



**3 OUT OF 4 OF ATTENDEES** have viewed a continuing education webinar, which is the topic of greatest interest.\*\*

## SCHEDULE YOUR WEBINAR

Lots of people can produce a webinar. But only **ENR** offers the expertise, audience and tools to help your webinar succeed.

Contact your **ENR Sales Representative** for more information:

[www.enr.com/contactus/sales](http://www.enr.com/contactus/sales)



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\* ENR June 2017 AAM Consolidated Media Report (average registrations & attendees)

+ 2016 Online Video in a B2B World, BNP Solutions

\*\* 2016 Webinar Attendee Interest Study, July 2016, BNP Market Research

\*\*\* 2016 BNP Media Average Webinar Statistics