

SECURITY

SOLUTIONS FOR ENABLING AND ASSURING BUSINESS

Make Webinars

Part of Your Lead Generation Strategy
and Showcase Your Expertise

Webinars are a great way to showcase your knowledge and expertise on industry related topics - giving attendees the information they need all while you collect more than 365 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*



Schedule Your Webinar

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

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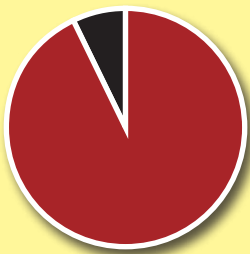
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www.SecurityMagazine.com/Webinars





93% of attendees would attend future webinars**

Security Average Webinar Stats

50 VIEWED MINUTES***

107 GUESTS ATTENDED*

366 GUESTS REGISTERED*



42% Respond to Polls**



24% Document Downloads**



24% Q&A Participation**



22% Respond to Surveys**

PACKAGE

Sign up for a *Security* webinar today and let our experienced webinar specialists develop a complete marketing campaign tailored to your online event.

YOUR COMPREHENSIVE CAMPAIGN WILL INCLUDE:

- Multiple promotional eblasts
- Ad on brand website
- One print ad
- eNewsletter announcements
- Dedicated registration page plus confirmation, reminder and follow up emails
- Social Media announcements
- Marketing automation integration
- Dedicated project manager to create, manage and produce your event
- Polling, Q&A and exit survey to gather attendee feedback
- Moderator for your event
- One year on-demand access for continued exposure and lead generation

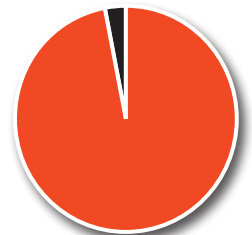
VIDEO

Over half of B2B consumers find video webinars highly valuable.†



97% VIDEO WATCHERS TAKE ACTION.*

- 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.**

www.SecurityMagazine.com/Webinars

*Security June 2017 BPA Brand Report
 †2016 Online Video in a B2B World, BNP Solutions
 **2016 Webinar Attendee Interest Study, July 2016, BNP Market Research
 ***2016 BNP Media Average Webinar Stats