

Webinars Build Brands and Generate Leads



Webinars are a proven strategy for obtaining leads, demonstrating expertise and branding products. Now with a BPA verified* attendance, leads are guaranteed to be valid and of the highest quality.



THE PACKAGE:

Full marketing campaigns are developed to attract highly-qualified industry professionals to your 60-minute audio or screenshare presentation while providing maximum brand exposure. Sign up for a Webinar and let our dedicated staff take care of the rest! Your package will include the following deliverables:

COMPREHENSIVE MARKETING CAMPAIGN

- Multiple promotional eblasts
- Ad on website
- One print ad
- eNewsletter announcements
- Dedicated registration page, plus confirmation and reminder emails
- Social media announcements

RECOGNIZED BRANDS

- Recognized editorial representative to moderate
- Webinar operations expert devoted to creating, managing and producing your event with minimal effort on your part

INTERACTIVITY

- Live polling, Q&A and exit survey to gather feedback from attendees
- Social media integration
- Moderated chat for back-and-forth communication

ARCHIVED EVENT

- Posted online for one year with 24/7 accessibility
- Two follow-up emails to the registration list

QUALITY LEADS

- Leading subscriber databases help ensure quality registrations
- Receive high-quality leads with full contact and demographic information
- Polling, Q&A and survey reporting results

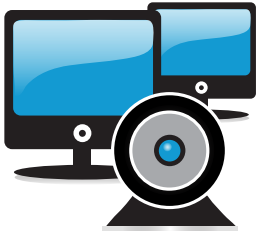
"The user-friendly software, in-depth analytics and above and beyond support from BNP Media before, during and after our webinar provided a successful platform for reaching our target audience and offering them an engaging dialogue with our industry experts."

—Fallyn Flaherty-Earp, Marketing Manager, Dow Coating Materials

92%
of attendees
would attend future
webinars offered
by our sponsors.

VIDEO

Cisco predicts that by 2016 86% of internet traffic will be online videos.* Drive more people to your Webinars by incorporating video.



WEBCAM: \$1,000 NET UPGRADE

Deliver live video from your home, office or studio by adding a webcam to your presentation, allowing you to become the face of your brand. Bring your products to life by conveying personality and enthusiasm.



BROADCAST LIVE: PRICE STARTS AT \$12,000 NET

Whether you have a physical event or just want a professional video Webinar, we have the capabilities to broadcast your speakers live on video from remote venues or live events. We can travel to your facility or bring you to our studio or any location with internet access.

CEUS: \$1,500 NET UPGRADE

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

50% of BNP Media readers require or are interested in receiving CEUs/PDHs. Webinars being one of the most popular training methods to obtain these credits.**

Position your brand as a credible information source by providing attendees the opportunity to earn credits and increase attendee registration.



Lots of people can produce a Webinar. But the **FOOD / BEVERAGE / PACKAGING GROUP** offers the expertise, audience and tools to help your Webinar succeed.

Results At-A-Glance

20% Q&A participation

32% download documents

4% invite co-workers

29% respond to surveys

42% respond to polls

10% view from mobile

46 average viewed minutes

Source:
Jan. - July 2015 BNP Average Webinar Stats

Contact your FBP sales rep for more information:

bnpSOLUTIONS.com/FBP-Team

*The evolution of Live Online video Infographic, INXPO.com

**BNP Media Reader Preference/Profile Corporate Aggregate Summary, August 2014.