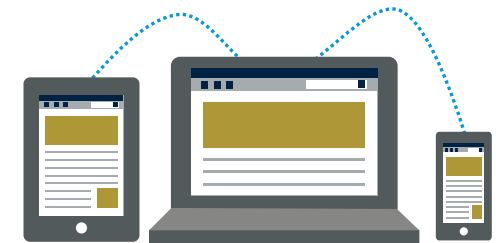


## CONTENT SURROUND PROGRAM

# Deep dive content + engaging formats to surround your target audience



## LIVE WEBINAR WITH LEAD TOUCH

Direct communication with professionals who are actively looking for solutions and education– the key principle that makes webinars so successful. A cost effective way to generate a large number of leads and align your company with industry experts.

- Educate / Expert recognition
- Leads
- Topic alignment
- Thought-leadership

## WEBINAR STORYSCAPE

Key takeaways content from the webinar repackaged it into a highly engaging format designed for ongoing digital consumption from any device. Extends content shelf-life, while also offering users additional related assets from sponsor.

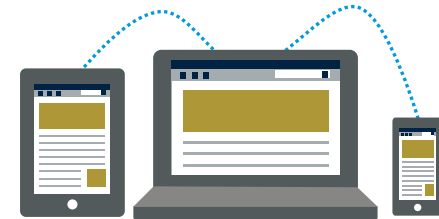
- Broad reach
- Related asset leads
- Topic alignment
- Thought-leadership

## AUDIENCE RETARGETING

Continue to stay in front of the engaged audience by targeting them across the web with banner ads, and on Facebook in their newsfeed, for 90 days after the live event. Targets all users who visited the webinar registration page and/or online Storyscape

- Nurture
- Reach
- Branding
- Awareness

## CONTENT SURROUND PROGRAM – PROGRAM DETAILS



### Webinar

- Penton provides industry expert speaker and moderates presentation and live Q&A
- Accessible from any device, with no download required for speakers or audience
- Post event engagement summary and detailed lead reports with all registrant info
- Available on-demand for 12 months following live broadcast
- + Lead Touch (3x email)

### StoryScope

- Webinar transcribed & converted into “key takeaways”
- Built via mobile-responsive StoryScope webpage
- Includes up to 3 gated, sponsor assets to drive additional engagement
- Webinar registrants will receive personalized follow-up email upon launch of StoryScope
- Hosted for 12 months

### Audience Retargeting

- Sponsor-provided banners follow users who visited webinar reg page and/or StoryScope
- Run across web + Facebook newsfeed ads for 3 months

### Includes

- End-to-end program management of all components including creative, production, hosting, marketing and reporting
- Turnkey, 3-month promotion package drives target audience to webinar & StoryScope via sponsored posts on brand site, emails, newsletter features, banners and social posts
- Lead reports with all registrant info are provided shortly after webinar (then weekly for 3 months) along with monthly engagement metrics for all components