

You pick the webinar format that works best for you, and we will assign an editor to collaborate with you on the topic, the speakers, the content and the presentation. Pick from one of the trending topics below or create your own. All of our webinar programs include: state-of-the-art production, a targeted marketing campaign leading up to the webinar, data on all registrants and an MP4 of the recorded webinar. We limit our webinars to one per month—contact us to reserve your spot.

### OPTION 1. THE MINI-WEBINAR THREE-PACK

This series of (3) 10-minute webinars offers viewers quick deep-dives into important topics—that don't require a huge time commitment. The series lives online at eventmarketer.com for three months.  
**Price: \$15,000**

### OPTION 2. THE 'HOT TOPIC' WEBINAR

This single, 45-minute webinar takes attendees a little deeper into the weeds on a trending topic that you are uniquely suited to speak to. The webinar lives online at eventmarketer.com for three months.  
**Price: \$20,000**

## 2020 WEBINAR TOPICS

### STORYTELLING TIPS & TECHNOLOGIES FOR EVENTS

- » Your attendees are consuming more content in their everyday lives than ever before, which makes creating original programming and delivering impactful brand messages a challenge for marketers. That is where storytelling—specifically, immersive storytelling—comes into play. Learn about the content trends, strategies and technologies that are captivating event attendees and cultivating stronger relationships between people and brands.

### EVENT OPS: THE YEAR'S TRENDS

- » It may not be the sexiest aspect of the event business, but what goes on behind the scenes at events is becoming more nuanced and changing rapidly. From planet-friendly food and beverage categories that honor a variety of dietary needs, to inclusive initiatives that provide access to all to childcare, we peel back the curtain and break down the latest best practices with the industry's top ops teams.

### LEADING WITH THE EVENT: 360 CAMPAIGNS

- » Events are not so siloed anymore, and smart companies are realizing how well events feed the funnel—from top to bottom. Get tips and insights on how to lead a campaign with an event, how to take a multi-departmental approach to a campaign, how to work across teams to generate long-term goals, and, ultimately, how to get buy-in on an integrated event campaign that satisfies multiple company goals.

### BEST PRACTICES: DIVERSITY AND INCLUSION

- » For an event to be successful, your attendees need to see a piece of themselves in the content, speakers and audience they're surrounded by. Diversity and inclusion is no longer a nice-to-have. It's an expectation. From incorporating more minority and female voices on panels and keynote programs to accommodating gender-neutral identifications to addressing working families and attendees with special needs, learn how to create a culture-forward event that balances and honors a variety of issues.

### LAUNCH EVENTS: GETTING THE BUZZ YOU WANT

- » Launch events put brands on the big stage and they require a carefully crafted guest list of executives, influencers and the media to be successful. From automotive to technology to spirits, brands across categories leverage stunts and VIP evenings to earn favorable attention for their products. Learn how the best event marketers in the business balance the nuances of a successful launch event, how they determine whether to go macro or micro in scope, and how they get the most important people in the room for maximum results.

### NEXT-GEN EVENT AUDIENCES: GEN Z

- » Look out meeting and show planners: Gen Z is graduating college, and they're about to become your next b-to-b event attendee. After a decade spent on creating millennial-friendly environments with a b-to-c edge, marketers are now preparing for the next generation—entrepreneurial, change-embracing and customization-obsessed Gen Z. Here's how to prepare your events, your teams and your company for their entry into the professional landscape.

### ESPORTS: GETTING AHEAD OF THE GAME

- » It's the world's fastest-growing sports platform, with revenues projected at \$1.1 billion by 2020. This in-depth report will arm event marketers with the essential insights they need to understand the phenomenon, the landscape, the players, the fans, the leagues—and the marketing opportunities.

### DROPPING THE MIC ON FESTIVAL ACTIVATIONS

- » The explosive music festival industry attracts nearly 32 million consumers of all stripes each year, making it a scorching-hot activation platform. From crafting a killer hospitality experience to building a wonderland of shareable moments, find out how to place your organization center stage.

### TOP TAKEAWAYS FROM AUTOMOTIVE EVENTS

- » Auto shows are a hot bed of cutting-edge event strategies and technologies that often set the bar for the rest of the industry. Learn what's driving the brand experiences behind today's top auto events and how to create engagements that boost customer preference and loyalty in this highly competitive space.

### 360-DEGREE SAMPLING STRATEGIES

- » You may only be handing out a piece of your product, but your sampling strategy has to be the whole package. Discover new ways to get your products into consumers' hands, and ultimately, their shopping carts. Take away top tips for distributing samples at scale, and tracking your success.

### TRENDS IN EVENT TECHNOLOGY

- » There's no shortage of compelling ways to leverage event technology, from artificial intelligence to augmented reality to the latest audience engagement gadget and beyond. Discover how to use the latest—and most strategic—tools and trends to develop fun, efficient live experiences without blowing a fuse.

### MAKING THE MOST OF MEDICAL MEETINGS

- » Medical meetings are highly controlled by Big Pharma regulations, making them a challenging space for brands to amplify messages delivered on-site. Learn the ins and outs of engaging audiences in these meetings, how attendee influencers can bolster your social media plan, and, ultimately, how to develop engagement strategies that only feel like they break the rules.

## THE ART OF UNCONVENTIONAL VENUES

- » Ever feel like you've been there and done that at every convention center and ballroom in America? You're not alone. Read up on the newest wave of venues and event locations cropping up across the country and the benefits of going "off the grid" with your events. Plus, tips on budgeting and building for these unique spaces.

## SMART SPONSORSHIPS FANS CAN'T RESIST

- » If you're not engaging attendees through their passion points, you're missing the mark. Learn tips for transforming your sports and entertainment sponsorships into authentic fan experiences that resonate with passionate audiences. Plus, insights on modern-day athlete and artist partnerships.

## SOCIAL MEDIA BEST PRACTICES FOR EVENT MARKETERS

- » If your live experience wasn't captured on social media, did it happen at all? Learn why events and social go hand-in-hand, what makes a shareable moment, the latest in selfie cams and modern photo activations—plus, how to leverage the right platform for the right audience.

## NIGHTLIFE EVENTS: GETTING IN THE SPIRIT

- » After the sun goes down, the spirits brands come out to play, engaging consumers and alcohol distributors alike in bars, clubs, lounges and beyond. Get a behind-the-scenes look at how creative alcohol brands leverage nightlife events to educate attendees, boost sales and tantalize the senses. (Hangover not included.)

## SETTING UP SHOP WITH POP-UPS

- » Ephemeral by nature, pop-ups produce an air of exclusivity that consumers find hard to resist. Learn new strategies for leveraging brick and mortar storefronts to immerse attendees in your products and services, how to pick the right venue to set up shop, plus tips for creating a sense of context to make every second count.

## ON GUARD: KEEPING EVENTS SAFE AND SECURE

- » Thanks to careful planning, strategic partnerships, innovative technologies and communications platforms, the industry is fighting back. Discover the best practices for implementing an emergency action plan that keeps your attendees, staff and assets safe and secure.

## MOBILE MARKETING: PAVING THE ROAD TO SUCCESS

- » If you're on a mission to hit multiple markets and introduce your products or services to a broad range of demographics, it's time to hit the road. Whether you're in it for the long haul or a mini tour, learn how to source and design the right mobile unit for your campaign, uncover strategies for selecting target markets, and get the lowdown on the latest location technologies to earn maximum visibility.

## AND WE'RE LIVE: HOW TO BROADCAST AT EVENTS

- » Smart marketers know that events generate a treasure trove of meaningful content worth capturing and delivering to audiences live and on-demand. Get the low-down on building a killer content program, who and what you need on the ground, and strategies for amplifying the content long after the curtain has closed tools to track it all.

## INFLUENCER MARKETING: WORKING WITH TASTEMAKERS

- » They're the authentic voice that links your brand with consumers—but influencer marketing is a complex landscape. Get up to speed on how to adhere to the Federal Trade Commission's latest regulations and learn best practices for aligning your organization with the right tastemakers. Plus: How to spot fake influencers before it's too late, must-have Instagrammable moments.

## MAKING A DIFFERENCE WITH CAUSE MARKETING

- » You can thank millennials for the surge in cause-related events, a trend that is here to stay as companies are finding out that doing good is good for business, too. Find out how brands are engaging this coveted demographic (and beyond) through heartfelt and authentic experiences that boost engagement, encourage co-creation and, ultimately, map back to the broader company mission.

## THE NEW RULES OF DATA SECURITY

- » There's no such thing as unimportant data these days. Get up to speed on the latest U.S. and European data collection regulations and learn tips for improving your organization's data security policies. Plus: insights on choosing the right data and analytics partner.

## EVENT MEASUREMENT & ANALYTICS

- » Do you know your live experiences are resonating but need the numbers to prove it? We'll provide the intelligence you need to effectively demonstrate your ROI. Discover actionable tips on how to measure your events, what to measure and how to leverage the latest tools to track it all.

## ENGAGING THE MODERN SPORTS FAN

- » They juggle spectating and second-screens with ease and consider the stadium just one of many touchpoints. Go inside the modern sports fan's mind to get ideas for live-wiring your on-site experience to give them the game they love—and the connectivity they crave.

## BOOSTING PRODUCTION VALUE

- » From OLED screens to projection mapping to responsive stage elements, learn about the latest techniques in A/V, what they cost and what's required to implement them, to transform your next general session into the hottest ticket in town.

## RECRUITING THE BEST BRAND AMBASSADORS

- » They represent millions of dollars in marketing investments across the frontlines of live experiences in the U.S., but for some brands, hiring brand ambassadors is treated as an "add-on." Learn about the best practices for recruiting, training and motivating event staffers to make every interaction on-site count.

## WHY EXPERIENCE DESIGN MATTERS

- » How you set the scene for your experiences can make or break an event. From furnishings to color schemes to high-tech interactives to sensory elements, learn how to leverage experience design to underscore your messaging, increase dwell time and create those must-have Instagrammable moments, heartfelt live experiences that benefit both the company and the causes it supports.