

# GlobalSpec Webinars:

## Grow your audience by engaging ours

Webinars provide strong demand generation opportunities and the ability to build brand awareness, engage with your target audience and establish thought leadership in your industry.

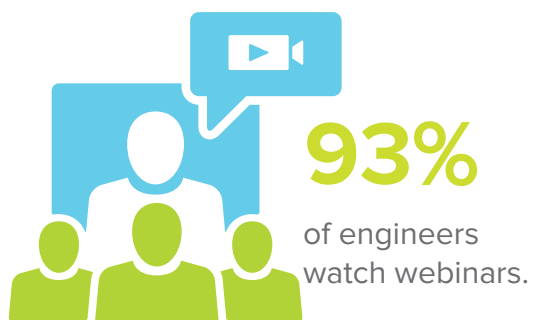
Your target audience also finds great value in viewing webinars. They are convenient to attend and the events themselves are more robust, interactive and compelling than ever before.

### **Put our audience and expertise to work for you.**

You tell us whom you want to reach and we'll target them via a multichannel marketing plan included in your package. We also provide hands-on, full-service project management that will guide you through planning and executing your webinar.

### **How can GlobalSpec Webinars help you reach your goals?**

- An opportunity to provide in-depth product information in an interactive setting
- A captive audience of the professionals you want to reach
- Capture qualified leads
- Measure interest among clients and prospects
- Develop thought leadership role in marketplace and build credibility



2022 State of Marketing to Engineers research report



2023 Manufacturing Content Marketing research report

## All GlobalSpec Webinar packages include:

- Robust multi-channel media promotion for awareness and registration
- Technical support before and during the webinar
- Available On Demand for 90 days
- Contact information for registrants and attendees
- Ownership of final recording

## GlobalSpec Webinars By the Numbers:

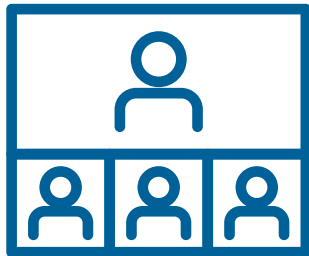
200+ EVENTS IN 2023

73,000+ FULL CONTACT LEADS

61% CONVERSION RATE  
(REGISTRANTS TO  
ATTENDEES)

## Choose the format that's right for you.

### *Live Webinar*



The presenter conducts the presentation and Q&A session live.

### *Pre-Recorded Webinar*



The presenter records audio prior to the presentation. The speaker can also record answers to pre-determined questions.

### *Hybrid Webinar*



The presenter records audio prior to the presentation that will play before the presenter conducts a live Q&A session.

\*Contact us for more information on available add-on services such as On-Demand extension, webinar rebroadcast, and follow-up email to registrants