



TBT

TECHNOLOGY BUSINESS TODAY

Webinar Success



Technology Business Today (TBT) is able to provide you with a professional market leading end-to-end Webinar platform which delivers you the following: **Complete management of Webinar, Audience marketing & engagement, webinar delivery support, hosting** (live and/or pre-recorded), **full lead generation reporting** and **audience follow up** - allowing you to share your industry expertise with new and existing clients.

How do *TBT* Webinars work?

Pre-production

- Your chosen subject of relevance and importance - to engage your ideal target audience
- **TBT** marketing expertise and resources create a pre-registered audience
- Live reporting of how audience is building in run up to the event
- The **TBT** webinar team is available to work with you preparing a 30-40 mins long presentation
- Webinar presentation can be a combination of pre-recorded and/or live content
- Your branding is clearly visible and prominent throughout - on all marketing, on the registration page, on presentation
- Bio of speaker (photo, 100 words & email link)
- Indexed content promoted on the **TBT** website



How do *TBT* Webinars work?

Postproduction

- Recording of webinar posted on the **TBT** website for 12 months from live date
- Recording of webinar provided to you for your own ongoing promotional use
- Follow up marketing to pre-registered audience
- “On demand” registration and download after the event for continued lead generation
- Ongoing live chat capability for delegates to ask questions during and after the event
- **TBT** editor hosts/introduces the webinar for brand endorsement and presents Q&A
- Live social media feed to link to webinar



Key benefits of *TBT* Webinars

- Generate leads
- Build your brand within the ICT Partner Channel
- Align your message and brand with a key topic
- Thought leadership opportunity
- Nurture new relationships in a 'non-salesy' environment
- Cost effective way to reach a large audience with no travel/ accommodation
- Your webinar remains on the **TBT** website (Webinar Page) or 12 months providing continual exposure



How will *TBT* promote your Webinar?

- HTML to the full *TBT* e-newsletter circulation
- Listing on the event page
- Mention in news section of *TBT*
- News posting on *TBT* website
- Banner/button on homepage for 1 month prior to webinar
- Social media postings
- Optional targeted mailings with telemarketing follow up (additional costs)
- HTML pre-designed for distribution to your own customer base
- E-Newsletter promotion

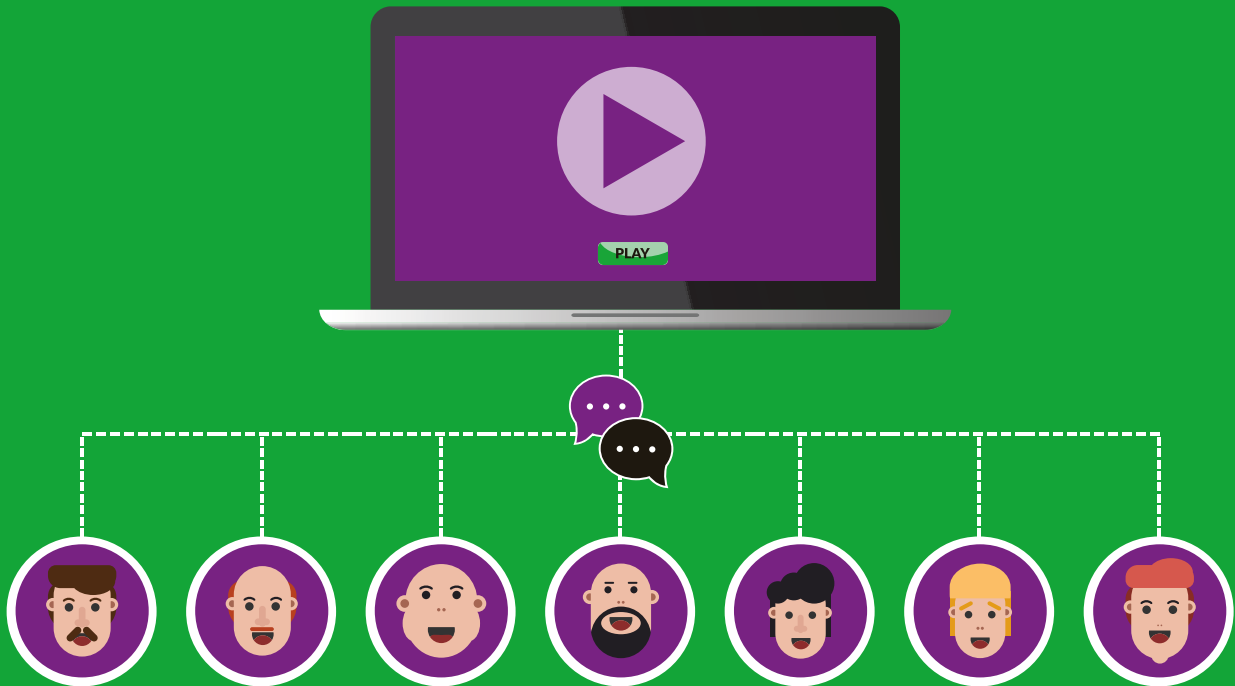


About the audience

TBT - a unique engagement with the UK partner industry

13190 individual Senior Decision makers and Influencers receive a copy of **Technology Business Today**

Audience consist of **IT/Data Reseller business's** within the **ICT Technology partner community**



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The end result...

TBT finalises and optimises your webinar:

reports and statistics supplied for analysis, **webinar recording** saved online and supplied with registration page for you to use, **thank you emails** sent to all viewers, **second chance viewing** reminders sent to sign ups.

CONTACT **TBT** NOW!

TECHNOLOGY BUSINESS TODAY



STEP ONE

Contact **Craig Howell** on **01322 466017/07522 946091** or **craig.howell@markallengroup.com** to discuss options & requirements and book your webinar

STEP TWO

The **TBT** editorial team will work closely with you to discuss the topic, content and agree objectives. Our webinar team will build your audience – providing everything required for a professional and engaging presentation

STEP THREE

Deliver the webinar and benefit from the results immediately and for the following 12 months