Editorial Webcasts

Editorial Webcasts educate our engineering audience on the latest trends in the control engineering community while giving them an opportunity to earn professional development hours through the Registered Continuing Education Program (RCEP), an accredited continuing education service.

» Speakers

Webcast speakers are contacted by the Control Engineering content managers and are typically industry experts from trade associations, consulting firms or end-users.

» Sponsors

Sponsors gain valuable market intelligence and pre-qualified lead information on all Webcast registrants. Sponsors receive a one-minute commercial video that will play during the Webcast, and the inclusion of one exit survey question. Event promotion includes sponsor mention in eNewsletter event promotion, Website banners, and sponsor logos in email invitations to the Control Engineering subscriber list. *Four sponsors maximum, sponsorship is $12,900(G) / $10,950(N).

2017 Editorial Webcast Calendar

March 23: Choosing sensors for the application—close date: Feb. 23
April 13: IloT series OT/IT convergence, collaboration—close date: March 13
June 8: IloT series: Edge, cloud, fog computing—close date: May 8
August 24: IloT series: Maintenance optimization—close date: July 24
September 14: System Integration case studies—close date: Aug. 14
October 19: IloT series: Network integration, cyber security—close date: Sept. 19
November 9: Motors and drives—close date: Oct. 9
December 14: Human-machine interface hardware, software—close date: Nov. 14

One-on-One Webcasts

A one-on-one Webcast gives our marketing partners the exclusive opportunity to present solutions to their target audience. Webcast sponsors benefit from the knowledge and expertise of the CFE Media Webcast team throughout all stages of the Webcast process. The in-house Webcast team will manage the whole process—initiating with a kick-off call, running the multi-media promotional campaign, managing the live event, and handling the on-demand promotions. Our expert editorial team can make recommendations for content enhancement and improvement. Sponsorship: $21,200(G) / $18,000(N).

» Speakers

Webcast speakers are determined by the client. They can include client employees (product managers, engineers, etc.) and the client’s customers. As a best practice, we recommend to our clients that they invite a satisfied customer to speak on their behalf to garner third party credibility.

» Sponsors

Sponsors have the opportunity to provide one additional registration question, the speaker bio and photo, 45 minutes of PowerPoint content, a one-minute commercial if desired, and two exit survey questions for the end of the Webcast. The sponsor receives event promotion via eNewsletters, Website banners, and an email invitation.

» Webcast Media File

Sponsors have the opportunity to purchase the Webcast media file as a .wmv, .flv or .mp4 for an additional $995.

“AVnu Alliance sponsored a one-on-one Control Engineering Webcast, and we were very pleased with the results. Webcasts with Control Engineering are an excellent channel in which to educate, communicate and market to the engineers who attend and participate. The leads acquired from Webcasts with Control Engineering are worth the investment.”

-Alex Crabb, AVnu Alliance

CONTACT YOUR SALES AND MARKETING CONSULTANT FOR MORE INFORMATION:

AR, IA, IL, IN, KS, KY, LA, MN, MO, MS, ND, NE, OK, OH, SD, TX, WI, Central Canada
Bailey Rice | P: 630-571-4070 x 2206
BRice@CFEMedia.com

CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, VA, VT, WV, Eastern Canada
Julie Timbol | P: 978-929-9495
JTimbol@CFEMedia.com

AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, Western Canada
Iris Selbert | P: 858-270-3753
ISelbert@CFEMedia.com

AL, FL, GA, MI, TN
Maggie Hatcher
P: 630-571-4070 x 2221
MHatcher@CFEMedia.com

Intermediate Sales
Stuart Smith
P: +44 (0) 20 8464 5577
stuart.smith@globalmediasales.co.uk