Webcasts are one of the most important tools for companies for communicating with their customers and prospects. For global organizations, webcasts erase the barriers of time and geography and make it easy for anyone to access content anytime, from anywhere.

**CFE Media produces, promotes and executes over 50 webcasts a year.** Editorial webcast sponsors benefit from thought leadership as supporters of the trending webcast topic presented by well-respected expert leaders in the industry. Sponsors receive logo exposure throughout the promotional campaign, a one-minute commercial spot, data from a submitted exit survey question, and all lead information from webcast registrants.

**Best practices for an editorial webcast sponsor:**

**Print ad**
A full-page, four-color print ad of your choice will run the month of the live webcast. **PRINT AD MATERIALS ARE DUE 8 WEEKS PRIOR TO THE LIVE WEBCAST DATE.** Upload to http://ads.cfemedia.com

**Logo**
Your company logo will be included on:

- Webcast email invitations
- Webcast confirmation, reminder and follow-up emails
- Webcast “Event Sponsor” screen in webcast console
- Webcast title and final slides

It’s important to provide a high-resolution company logo in vector format (.eps) to allow for appropriate re-sizing where necessary. **LOGOS ARE DUE TO THE CFE MEDIA TEAM 6 WEEKS PRIOR TO THE LIVE WEBCAST DATE.**

**Company URL**
Your company logo will contain a hyperlink to either your home page or a deeper link when listed in the following:

- Webcast email invitation
- Confirmation, reminder and follow-up emails
- The “Event Sponsor” screen on the webcast console

When selecting the URL to provide, consider the webcast topic. **URLS ARE DUE TO THE CFE MEDIA TEAM 6 WEEKS PRIOR TO THE LIVE WEBCAST DATE.**

**Webcast Commercial**
Your one-minute commercial is similar to a commercial on TV—a quick interruption in the regular programming to bring viewers a message about your products and/or services. It’s a chance to inform the audience about your company, present the benefits of your products, introduce a new product, or explain how those products fit within the marketplace. The commercial will be presented during the first five minutes of the webcast during housekeeping announcements and introductions, and will run as a video. You can either submit a one-minute video or the internal webcast team will take your short PPT file with voice over and convert it to a video. **COMMERCIAL MATERIALS ARE DUE TO THE CFE MEDIA TEAM 2 WEEKS PRIOR TO THE WEBCAST LIVE DATE.**

**Commercial video specs:**

- Accepted video formats: .3gp .asf .mov .mkv .mpeg .mpg .mp4 .flv .f4v .webm .wmv, in 4:3 or 16:9
aspect ratio.
If you are using PPT:
- Best ads are kept to a minimum of slides (around six) that can be transitioned slowly during the voice over.
- We can record the voice over if needed, or we accept audio recordings in .wav and .mp3 format.
- If we need to record the voice over, please send a copy of your script identifying the copy and slide sequence.
- Once the voice over is recorded, the PPT and audio will be converted to a video to play during the webcast.

Commercial: Do’s and Don’ts
- DO keep commercials concise and time them to be about one minute in length.
- DO use professional images and photos if possible within the PPT or video.
- When writing the commercial audio script, DO consider how your product or service benefits the end user, solves a problem, meets specifications, and out-performs the competition.
- DO include a call-to-action by directing viewers to a website where they can learn more about your company, products and services.
- When writing your commercial script, DON’T use too much industry jargon—consider less experienced engineers that may not know product or industry-specific acronyms and abbreviations.

Exit Survey Question
Sponsors have the opportunity to submit one exit survey question to be incorporated into the general exit survey that attendees will take once the webcast is over. Taking advantage of this opportunity to gather valuable market intelligence from the webcast audience can give you insight into your prospective customers. ONE EXIT SURVEY QUESTION IS DUE TO THE CFE MEDIA TEAM 1 WEEK PRIOR TO THE LIVE WEBCAST.

Here is an example of an exit survey question:
Do you use Infrared Thermography and Ultrasound as part of your NFPA Compliance?
  - Yes, both
  - Ultrasound only
  - Infrared only
  - Neither
  - I don’t know

Promotion
CFE Media will provide you with a registration URL to post on your site and a copy of the email invitation to send to your list. This is an opportunity to exhibit your company’s thought leadership to your audience!

Lead Follow-Up
You will receive a full report with all registrant information. Lead information includes business card data, answers to qualifying questions, webcast usage data and exit survey data. Registrant follow-up is key to lead nurturing. Reach out to all registrants with a post-event email providing resources for more information about your company. This will help establish a relationship that demonstrates thought-leadership and good customer service.

Editorial Webcast Examples:
Here are some good examples of editorial webcasts. Sponsor commercials will play within the first five minutes of the webcast:
- IIoT Webcast One: Get your head into the cloud: https://event.webcasts.com/starthere.jsp?ei=1137499
- Standards for Robotics Safety: https://event.webcasts.com/starthere.jsp?ei=1116059