

Maritime

DIGITAL OFFERING

BENEFITS

- Generate leads
- Your brand visible on the registration page and all marketing material
- Build credibility with an audience of senior maritime professionals
- Enjoy additional brand recognition
- Reach home workers and clients in new ways
- Align your company with the Maritime Informa Connect audience

ENGAGE A QUALIFIED AUDIENCE



Contact database of
40,000+
Maritime professionals



27,613+
LinkedIn group
members



13,425+
Twitter following



Webinar (AVE): 130 attendees
(50% live), 9 questions per
session & 189 mins played



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informaconnect

Maritime

DIGITAL OFFERING

Content Syndication

- Provide an educational content asset – white paper, video, infographic, on-demand webinar, case study, etc. We'll promote it for you.
- Leverage a captive audience to convert your best content asset into fresh new leads

Content Asset Creation & Promotion

- Let our team create your next content asset – and promote it to the Informa Connect community
- Get the contact details of prospects that view your asset
- eBooks, whitepapers & infographics

Webinar

- Engage prospects with thought leadership presentations to generate fresh new leads
- Want to take the pressure off your speaker? Pre-record your session and be live for the Q&A
- Formats: 1-1 interview, panel discussion, coffee talk, live case study
- Get the contact details of all that register for your session
- Enjoy prominent branding within attendee messaging:
 - > Email promotions to prospective attendees
 - > Registration page and webinar sessions
 - > Pre-/post-event email reminders to attendees
 - > Full social media support to promote your event

Mini-digital event (3 x webinar series)

- Giving you the chance to extend your time with the audience – allowing to unprecedented tailoring for your expertise for more meaningful conversational engagement
- Can be hosted on the same day or 3 separate days



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CONTACT YOUR SPONSORSHIP MANAGER TO FIND OUT HOW TO PARTICIPATE!

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DIGITAL CONTENT

Content Syndication

Position yourself as a thought leader, create demand, and generate a guaranteed number of leads for your sales pipeline.

Provide an educational content asset – white paper, video, infographic, on-demand webinar, case study etc. – and we'll promote it for you. Leverage a captive audience to convert your best content asset into fresh new leads.

We tailor a promotional plan across our online networks – driving visibility with decision makers.

Content Creation & Promotion

In-depth eBook? Thought leading whitepaper? Informative infographic?

Commission our experts to create valuable, high-quality and enriching assets – and promote it to the Informa Connect databases & communities.

- Brand awareness with eye-catching infographics
- Thought leadership credibility through informative whitepapers
- Association with marketing leading experts
- We also guarantee a number of leads



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WEB OFFERING

Webinar

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