## **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

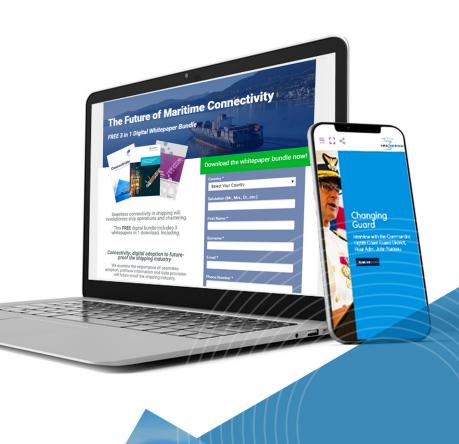


**13,425**+ Twitter following



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





### **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? Prerecord 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!

#### **Thomas Martins**

E: Thomas.Martins@informa.com T: +44 (20) 701 76547

#### Kirta Vekaria

E: Kirta.Vekaria@informa.com T: +44 (0)20 701 75350

#### **Peter Ewens**

T: +44 (0)20 7017 7174 E: Peter.Ewens@informa.com

#### **Robin Rudolph**

E: Robin.Rudolph@informa.com T: +44 (0) 20 337 73236

## **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
- Though 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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