

## **An Overview of the Services & Deliverables for Exclusive Sponsored Webinar**

This solution includes a comprehensive service for advising, planning and delivering the Webinar as follows:

1. Targeting the audience with messaging and email blasts
2. Templates for message invitation creation
3. Solicitation through Water Today 's database
4. Assistance with packaging of information to ensure the delivery of rich and stimulating content
5. Mock session/Rehearsalto fine tune Webinar content
6. Complete audio/visual hosting services
7. Ability to record event for on-demand usage
8. Posting the event on all Water Today's social media platforms
9. A Water Today staff person to host and moderate the live event
10. Post event follow up.

### **Deliverables**

1. Review the project approach, timeline, deliverables including templates, with the roles and responsibilities of Water Today and client.
2. Develop messaging, content, online registration and presentation strategy to align with client's objectives
3. E-mail campaign advertising
4. Email blasts to the Water Today database
5. Online registration for tracking status of all registrants with on demand access
6. Hosting of Webinar will consist of being able to support up to 500 attendees with audio& video to all participants and panellists.
7. Polling capabilities will be provided to the audience on key questions that can be viewed and reviewed for use in real time as well as post Webinar follow up.
8. Q&A section will be available during the entire Webinar, so attendees can text a message to the moderator and panellists and will be responded to during the last 15 minutes of the Q/A portion of the Webinar where the moderator will direct and read/ask the question to the particular panellists who will broadcast their answer to the entire audience.
9. A chat option is also available where the audience and panellists can communicate during the Webinar.
10. One rehearsal with all panellists will be scheduled in advance of the scheduled Webinar.
11. Live hosting and moderation by a member of the Water Today staff to ensure a lively event is also included.
12. Live recording of the entire Webinar will be made available to the client. A copy will be made available to the client for posting and editing to suit their needs.
13. Post event a thank you mail with a feedback/survey form will be sent to all the audience. The feedback survey will be shared with the sponsor client for their perusal.
14. Post event follow up – At the conclusion of the Webinar, all panellists will be invited into a sub conference to debrief on the event and determine next steps

## Project Approach and Timeline

- We recommend a minimum of 6-8 weeks from signing the agreement to the go live date. This can vary based on the client having content that is ready to be used, etc. In some cases the time can be shortened to as little as 4 weeks, etc.
- Water Today will provide templates to streamline the banner advertising, email blasts, invitation and registration process.
- Water Today will also provide minimum guidelines to ensure that all content and presentation material is informational and of the utmost quality to maintain the interest expected of readers of Water Today properties and subscriber base.

## Suggested Timeline Guidelines

- **Week 1** – Submit Agreement Order and any content to be used in delivery of Webinar such as case studies, customer success stories, event and audience objectives, etc. Also agree on dates for all key activities as listed below, as the actual live Webinar, unless otherwise agreed, will be scheduled approximately 8 weeks out.
- **Week 2** – Sponsor to develop and submit content flyer for email blasts or review design and content by Water Today for review and approval.
- **Week 3** – Sponsor to submit names of any additional Webinar participants including sponsors, moderator, customers and subject matter experts, including logos and other artwork.
- **Week 4** – Water Today to provide sample of Banner Ads and other planned promotion including registration details, etc. Sponsor is encouraged to provide their own list of prospects to be included as part of the email blasts, or Sponsor will handle that directly.
- **Week 5** – email blast #1
- **Week 6** – Do final review of content and flow
- **Week 7** – email blast #2 & rehearsal session with panellists
- **Week 8** – Present live Webinar (Tue, Wed, or Thurs.), post debrief with sponsors and Water Today