

A proven means of engaging prospects while introducing brands and products/services, in a less commercial format

webinars underground construction

- Webinars offer a unique way for you to interact with the market, including prospective customers, existing customers and influencers
- Webinars establish thought leadership
- Well-structured webinars utilize specific applications or case studies offering practical reality that is well received
- Many companies attempt to structure and conduct webinars themselves, usually with limited success – *Underground Construction (UC) Webinar Campaign* is a better answer



Why use UC Webinar Campaign?

- True turn-key arrangement – UC takes care of all of the details
- Leverage UC's recognized, trusted brand
- 50,000+ available qualified contacts
- Available contact list segmentation (industry; role)
- Pre-event promotion on various UC brand platforms (website; eMail; eNews; social media) to maximize exposure and attendance
- Supported by experienced 3rd party professional webinar hosting system
- Flexible webinar duration – typically 60 minutes
- Post-event campaign metrics reporting

Professional Webinar Hosting System - UC Webinar Campaign

UC contracts with an experienced 3rd party professional web-enabled webinar hosting entity, providing methodology, personnel and supporting systems & software

Technical aspects:

- True web-enabled technology – no plug-ins or application downloads
- Multiple speaker, screen share, video chat, interactive Q&A
- Simple control-switch operation to “pass the microphone” among remote presenters
- Audience Polling
- Tailored registration questions allow for audience identification and follow-up

Reporting:

- Online webinar attendee registration system
- Attendance names, numbers and identification information
- Sign-up rate by date to gauge effectiveness of individual promotions
- Registration vs. attendance; attendance vs. completion; no-shows
- Q & A results, polling results
- Post-event website drop-off
- Post-event survey results

Access:

- Webinar viewed live, or on-demand later by registration

How it Works - UC Webinar Campaign

- Customer provides overall webinar content framework, including:
 - Outline of content to be covered, including sequence & timeline
 - Supporting images/diagrams/PPT slides
 - Presenters, roles, biographies, photos
- UC configures all aspects of the webinar in a web-enabled professional webinar hosting system
- Webinar moderator is designated, as well as roles for various other participants
- Customer reviews webinar configuration and provides comments or required changes
- Date and time for the webinar is scheduled
- Online webinar attendee registration system is configured and activated
- Customer selects contact list size (from several hundred to tens of thousands)
- Customer selects contact list segments to match desired audience
- UC creates promotional advertisement, incorporating registration links in:
 - Dedicated Webinar eMail blasts (2 – 6, or more)
 - UC website (dedicated Webinar button ad)
 - UC eNews emailer (twice monthly minimum)
 - *Underground Construction* magazine of events
 - *Underground Construction* magazine Webinar page
 - UC social media platforms
- Rehearsal(s) conducted one week in advance to fine tune configuration
- Pre-event, real-time, and post-event survey and reporting, archiving, follow-up
- Webinar event is conducted using professional webinar hosting system

Pricing

Price is dependent upon options and features elected, parameters, and sizing. UC Webinar Campaign pricing starts at \$9,000. Contact your Sales Representative or UCinfo@oildom.com to discuss options, and obtain a quote.