

# Webinars

## Educate and Engage Target Audiences

One of Agriculture buyers' most popular formats for learning in-depth information, sponsored webinars are a prime opportunity to share thought leadership and generate leads. Access the largest, most influential community of farming leaders by **aligning your webinar with one of our market leading brands**. We put our editorial power to work for you. Based on your market and objectives, your webinar will be powered by the appropriate team.

### OVERVIEW

- One-hour live audio/webcam event
- Event hosting and technical support included
- Features include: live Q&A, group chat, surveys and polling, URL links, social media integration, and screen sharing capability
- Promotional plan and contextual links across our online network drives visibility with Ag decision makers
- 100% mobile friendly
- Related resource promotion
- Lead collection; contact information provided: name, email, title, company, industry, company size
- Available on-demand for 12 months

**Editorial Webinar** - Our editors lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the webinar. Includes a brief speaking opportunity at the end of the webinar.

**Custom Webinar** - You have control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.



**\*For more information please contact your Penton Agriculture Account Manager.**