



BLACK VANILLA

Webinars



Take your events marketing digital in 2020

Digital 'events' are a low-cost way to educate, inform and put a human face to your business, sharing your expertise, announcing new services or presenting research or thought leadership.

Webinars, like any business seminar or networking event, allow organisations to connect and communicate with colleagues, clients and customers in real time.

- Like all good events, webinars give your audience the opportunity to ask questions and interact with presenters via instant polls.
- Live social media updates from the webinar are a way to engage further with your audience and beyond, creating a wider impact.
- They also create content which can be distributed to an even wider audience afterwards, providing excellent value for money.
- They are an effective way to reach new audiences as they deliver data capture and potential for follow-up emails.
- Digital communication technology now plays a large part in our working lives, bringing people together in different jurisdictions in a way that is accessible to all, and environmentally friendly.

Webinars are increasingly seen as a key part of a company's marketing strategy and, like all good events, they require careful planning and the right expertise. >>

What to Expect From Black Vanilla

Planning & Preparation

- Briefing call to discuss topics and speakers
- Advice regarding the format of the webinar: keynote speaker, panel session, fireside chat, polls, Q&A and presentation slides etc.
- Collating materials required such as speaker biographies, headshots, logos etc.
- Drafting copy about the webinar topic and format
- Advice on promoting the webinar

Set Up

- Use of Black Vanilla's Zoom webinar platform
- Set up of the webinar on the platform including branding, speaker information, live streaming options etc.
- Set up of polls and other additional presentation assets

Speaker Briefing

- We will provide your speakers with a how-to guide on the webinar platform and respond to any of their questions before the event

Management of the webinar

- We will act as the host for the webinar
- Before broadcasting, we will hold a rehearsal and testing with your speaker(s)
- We will be on hand throughout the webinar to assist speakers if required, manage polls and moderate questions (or we can co-host this aspect with members of your marketing team)

Maximisation of the webinar

- We will work with you on follow-up/feedback emails post-webinar, including those who registered but did not attend
- Editing and packaging of content for distribution post-webinar either in audio or video format and for upload to your website and social media channels

Social media and editorial support

The Black Vanilla media relations and social media team can assist in marketing the webinar through email marketing, social media posts and media release(s) to complement your existing marketing strategy.

This is a brief overview of how we can help you take your events digital in 2020. If you would like to discuss this in further detail, please get in touch.



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