



# WEBINARS



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interactive  
document**

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**the Analytical Scientist**

**the Cannabis Scientist**

**the Medicine Maker**

**the Ophthalmologist**

**the Pathologist**

**the Small Molecule  
Manufacturer**

**the Translational  
Scientist**



Webinars continue to be the most effective lead generation tool in the Texere portfolio. Webinars allow you to present to a captive audience on a subject of your choice, while collecting valuable market research and detailed information about your audience (registrants/leads).

### WEBINAR FORMATS

Audio with Slides Industry standard, PowerPoint presentation with audio narration. A maximum of 45 minutes for the presentation followed by a 15-minute question and answer session.

Video Webinar Using video to communicate your message will boost engagement. The example to the right features the Editor from The Medicine Maker and a GE Healthcare Advisor discussing risk mitigation in biomanufacturing.

All video webinars include production, direction, equipment, post-production, and pre- and post-event project management.

### REAP THE BENEFITS OF MULTI-WEBINAR REGISTRATION

By offering a webinar series, you will be better equipped to build and maintain your relationship with webinar registrants, keeping your audience engaged with your brand through regular communication. To manage this we offer a single registration process that allows registrants to express their interest and sign up to multiple webinars.

In addition, you can ensure you are getting the most out of any on-demand or ongoing promotion as registrants can simultaneously sign up to access both past and future events!

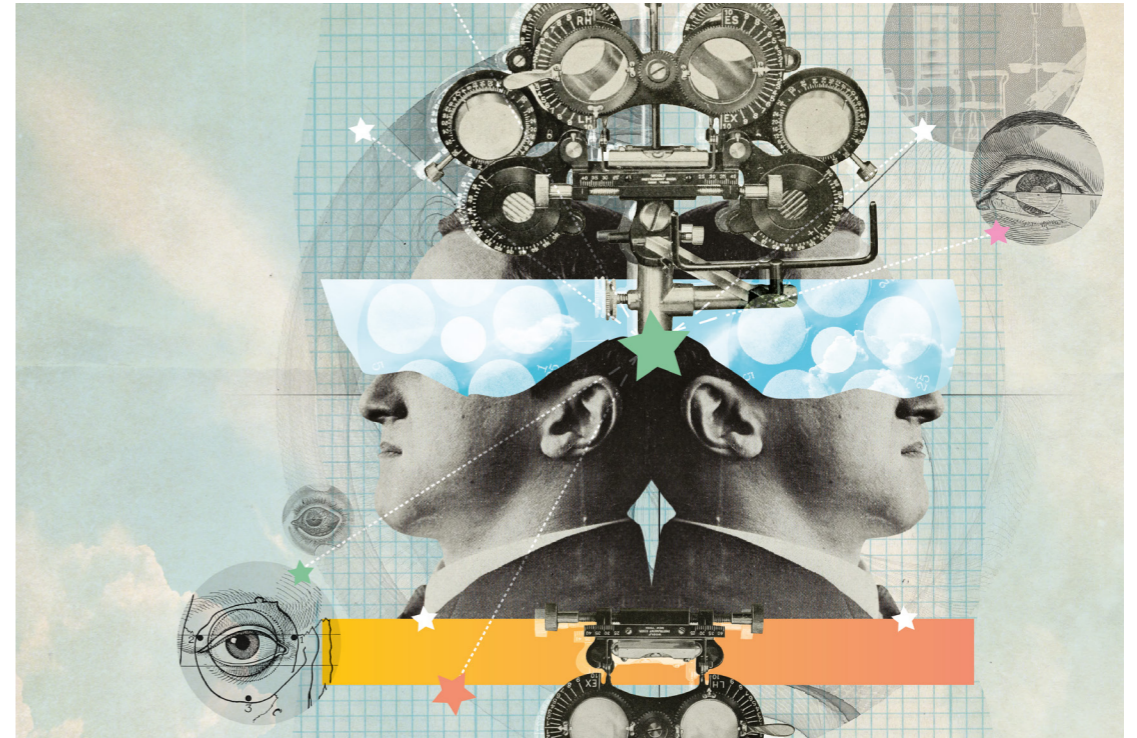
EXAMPLE: Successful risk mitigation in biomanufacturing video webinar



## WHAT SERVICES ARE INCLUDED WITH YOUR WEBINAR?

We provide the following services, as standard, with every webinar to support the marketing and awareness of your project.

- Extensive marketing package – see 'Marketing Support' page 4
- Customizable webinar platform
- Bespoke registration page for data capture, including market research questions
- Pre- and post-event polling questions
- Webinar made available on-demand within 24 hours of live date (subject to client approval of materials)
- On-demand webinar actively marketed for 12 months after the live date
- On-demand webinar available on the relevant Texere brand website indefinitely
- Weekly registration update from start of marketing
- Moderated by the Editor of the relevant Texere brand
- Full program management including coaching and rehearsal
- Registrants (leads) are submitted after the live event.  
On-demand leads will be submitted as they are generated



## MARKETING SUPPORT

Every webinar comes with a marketing campaign designed to promote your event to our audience. Typically each campaign includes:

### PRE-WEBINAR

- eBlasts (x3) to the relevant and active part of the relevant Texere brand database
- Hosting on the relevant brand website
- Featured regularly in the relevant Texere brand's weekly eNewsletter during the pre-event marketing period
- Banner adverts created by our in-house design team to use across our website and eNewsletters. These are provided back to you to use in your own activity.

### POST-WEBINAR

- On-demand with video playback – [see example](#)

### PRE- AND POST-WEBINAR SOCIAL MEDIA CAMPAIGNS

Our Social Media capabilities can be utilized to complement your webinar by creating bespoke social campaigns across our preferred social media platforms (Twitter and LinkedIn), generating meaningful interactions with your brand and your given webinar topic.

Using our extensive audience demographics, we are able to provide detailed targeting and lead-generation services to support the registration process via dedicated landing pages.

Custom metrics are also built for every campaign, generating qualified leads through a higher quality PPC (pay per click). This is your chance to demonstrate the value of your work, and the impact of the decisions you've made.



## ACCELERATE YOUR WEBINAR WITH A CPD ACCREDITATION!

The vast majority of professionals within the medical sector are at some stage obliged to undertake a form of Continuing Professional Development (CPD) to maintain their professional membership.

The Texere CPD accreditation service exists to help boost your educational webinar and brand image by reaching a wider audience of professionals focused on meeting their annual CPD obligations.

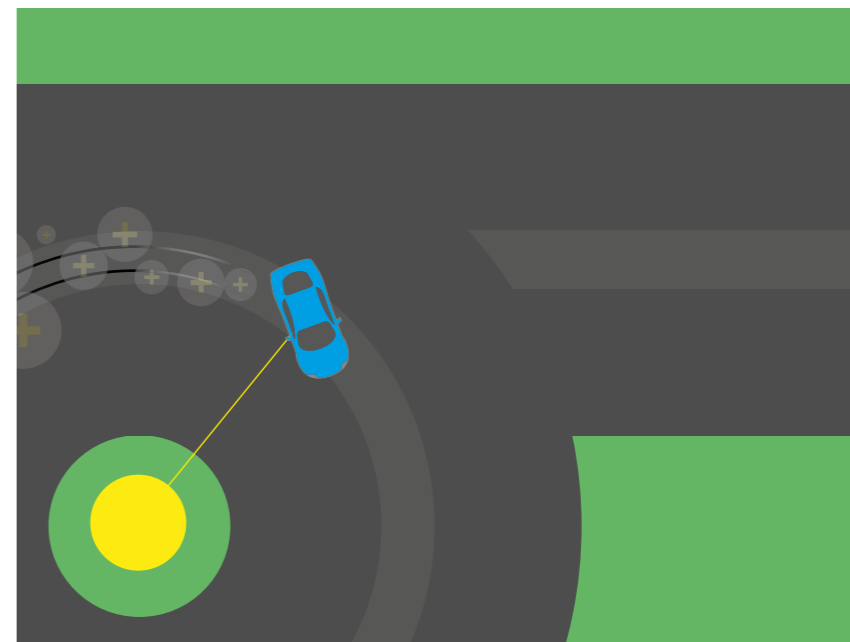
Most webinars have clear learning objectives, targeted to specific roles and specialisms, which means they are perfect for meeting CPD requirements. As long as the topic of your webinar is relevant to a person in their current role or future career aspirations, we can help them gain one of the most recognized and sought-after accreditations.

### TRIED AND TESTED!

The CPD seal of approval really does promote positive brand image, helping distinguish brands from market competitors. Webinars can be streamed on-demand at any time, anywhere around the world, which is why busy healthcare professionals enjoy the convenience of online courses and on-demand CPD accreditation.

### WHAT IS INVOLVED?

Our Compliance team handles the rigorous assessment process for you and, once approved, will manage the ongoing relationship with the CPD Standards Office. We'll manage the feedback and complaints procedure to ensure that your webinar meets the high standards and requirements that are expected with a CPD approved course. Once attendees complete their webinar, we'll also provide them with an approved certificate as evidence of having attended the webinar, including the number of CPD hours earned.



### INVESTMENT

To add CPD accreditation to your webinar the cost is an additional £5,000/\$6,995/€5,950. Please contact your sales representative for more information.



## GENERAL DATA PROTECTION REGULATION (GDPR)

Texere Publishing has taken a firm stance on our position to user data. As a lead generation tool, the data webinars generate needs to be carefully managed.

It is important for Texere Publishing to show transparency to the audience regarding who their personal information is being shared with, that their data will be held securely, and that the third party will conform with GDPR.

In order to share data of European citizens there needs to be a clear opt-in (check box) on webinar registration forms. This opt-in should clearly state the intentions of the webinar sponsor. For example:

*By clicking this box, you agree for INSERT CLIENT NAME to contact you with information about their events, products, services and promotions.*

We also like to include a link to a client's privacy notice, this is included on the registration form and should conform with GDPR.

Finally, if a client has specific language they would like to implement in the opt-in, we are happy to use that as part of the registration process on condition it conforms with GDPR.



## CONTACT

Please get in touch if you'd like to find out more about the products and services that we can offer you.

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