

# Advertising with ICEF Webinars





## **Branding**

Position yourself as an expert & thought leader in the market and showcase your product or service.

## **Accessibility**

Focus on a specific, niche audience or expand your reach to the global education marketplace.

## **Engagement**

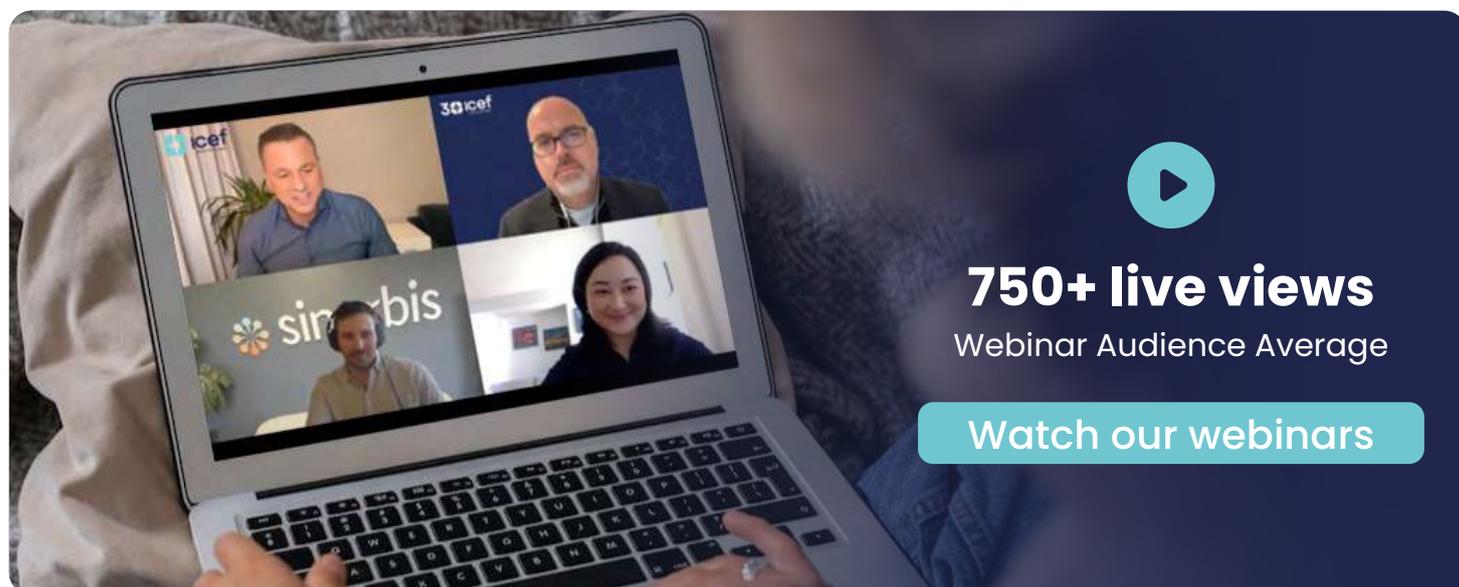
Engage the audience with features such as live Q&A, and audience polling/surveying.

## **Measurement**

Obtain a report of the audience reached and their responses to polls and questions featured in the webinar.

## ICEF Webinar • Sponsorship exposure

The ICEF webinar is a great tool to promote your brand, product or service to a broad, targeted audience of professionals and decision-makers in international education during an informative, high-quality thought leadership session.



**750+ live views**

Webinar Audience Average

[Watch our webinars](#)

Pre-webinar	During webinar	Post-webinar
<ul style="list-style-type: none"> <li>• Email announcement of the webinar to ICEF's global mailing list of more than 60,000 education industry contacts including sponsor's logos and links</li> <li>• Registration form questionnaire to comply with sponsor requirements. Answers will be shared with the sponsor</li> <li>• Announced on all ICEF social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction of the sponsor</li> <li>• Dedicated section to promote your organisation, product and service</li> <li>• Interactive audience engagement through live Q&amp;A sessions, and interactive real-time polling</li> </ul>	<ul style="list-style-type: none"> <li>• Registrants list (including names, job titles, organisation, and email) made available to the sponsor with the approval to contact registrants after the webinar</li> <li>• Webinar recording published on ICEF's website and sent to all registrants.</li> <li>• Webinar promoted across all ICEF social media channels including sponsor tag and recognition</li> </ul>

## ICEF Webinar • Sponsorship

Choose between an exclusive or a shared sponsorship option:

### 1 Exclusive webinar sponsorship

- Tailor-made webinar topic based on the sponsor's expertise and requirements
- Thought leadership speaking opportunity throughout the webinar including a 5-minute time slot for a case study or company/service presentation
- Webinar Email promotion: Recipient list can be segmented by region, country, sector, according to the sponsor's requirements

**Exclusive webinar sponsorship**

**€7,500**

### 2 Shared webinar sponsorship

- Pre-set webinar topic from ICEF
- Sponsor receives a 2-minute time slot within the webinar for a video to present the company's product or services
- Webinar Email promotion: Global recipient list
- Webinar accommodates up to 3 different sponsors

**Shared webinar sponsorship**

**€2,500**



**Mark Pettitt** (Founder, Edified)



ICEF's webinars are really well run and well attended. They are a great way to get in front of prospective clients all over the world.



**Christopher Osman** (TOEFL Strategic Partnerships Director, ETS Global B.V.)



Sponsoring an ICEF webinar allowed us to really reach and engage our target audience of valuable education professionals within the ICEF network. The setup of the webinar was incredibly well done. ICEF did a great job of keeping the audience engaged on the topic through polling which brought some very interesting and nice results.



## Contact us



Email: [webinar@icef.com](mailto:webinar@icef.com)

Tell us your objectives and we will help you plan a campaign using the most cost-effective options to achieve your goals!