

# Webinars

## Customized Webinars

Budget constraints and increasingly hectic work schedules can often prohibit today's safety decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's safety product and service vendors seek innovative and cost effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why *Occupational Health & Safety* magazine and Web site offer a turnkey Webinar solution that allows safety products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

The unique presentation of a Webinar forum allows clients to deliver information and engage participants in a timely, cost effective manner. Whether at home, or on the road, participants can view presentations through their Web browsers while simultaneously listening to the audio. Discussions can take place in real time and your audience of safety buyers are encouraged to interact with presenters in an open dialogue.

## Sponsorship

\$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 65,000\* targeted *Occupational Health & Safety* e-news subscribers
- Reminder e-mails prior to Webinar
- 30-day Webinar registration link on ohsonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

For more information on how to schedule or develop a Webinar to meet your marketing needs, please contact your *Occupational Health & Safety* Media Consultant.

\* Publisher's Own Data

The screenshot displays a webpage for a webinar series. At the top, it says 'Occupational Health & Safety Webinar Series' with a globe icon. Below that, the title of the webinar is 'Increasing Motor Carrier Operating Performance and Safety through Onboard Recording Devices', dated October 20, 2007. The page includes a video player showing a man in a suit speaking, with the words 'Profits Market Gains' written on a screen behind him. To the right of the video is a 'EVENTS CALENDAR' with dates and event titles. At the bottom, there is an 'EMPLOYMENT FORUM' section with a 'Post Job Listings - FREE!' button.