

# Webinars...

## Engaging Solution for Quality Leads

Prepared Foods produces educational Webinars to help grow your business. Our Webinars now feature a live moderated chat box allowing two-way communication between you and the audience and audience members with each other. Engaging features like this attract an involved audience, which provides more qualified leads.



*"I loved the fact that I was thousands of miles away from speakers and attendees but because I could talk back and forth with them, I felt they were sitting next to me in my office."*



### Webinar Package: \$15,750 (net)

#### Aggressive Marketing Campaign

- Multiple promotional eblasts to Prepared Foods e-subscribers
- Ad on www.PreparedFoods.com
- One print ad in Prepared Foods
- Multiple announcements in Prepared Foods eNewsletter
- Dedicated registration page, plus confirmation and follow-up emails

#### Recognized Brand

- Prepared Foods will provide a recognized editorial representative to moderate the session
- Leading subscriber databases help ensure quality registration
- Turnkey support and advice guaranteeing a satisfying and rewarding experience with minimal effort on your part

#### Interactivity

- Live polling, Q&A and exit survey to gather feedback from attendees
- Social media integration
- Moderated chat for back and forth communication
- Screen share tool to demonstrate product benefits and applications\*
- Webcam video integration\*

#### Quality Leads

- Receive high-quality registration leads with demographics
- Polling, Q&A and survey reporting results

#### Archived Event

- Posted online at Prepared Foods for one year with 24/7 accessibility

## Measureable ROI

**94%** of attendees will take one or more actions after viewing a Webinar+

**93%** of attendees would recommend Webinars to others+

**98%** of attendees would attend future Webinars+

### Average Attendee Interactivity^

**42** minute view time  
**13%** Q&A participation  
**31%** download documents  
**12%** respond to polls  
**9%** invite co-workers

### RESULTS FROM PAST PREPARED FOODS WEBINARS^

**295** — Average Registrants  
**150** — Average Attendees

*When you're ready to find new ENGAGING customers through the unprecedented reach of Prepared Foods, you're ready for a Webinar!*

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