



Elsevier webinars

Promote your expertise to a global scientific audience

Elsevier webinars are powerful, all-inclusive marketing solutions to gain reputable brand awareness, build loyalty and capture qualified leads. These live multimedia presentations allow a presenter to truly engage and interact with a large scientific audience online.

Create significant brand exposure

Elsevier webinars are highly successful in reaching a large scientific audience, as shown in figure 1.

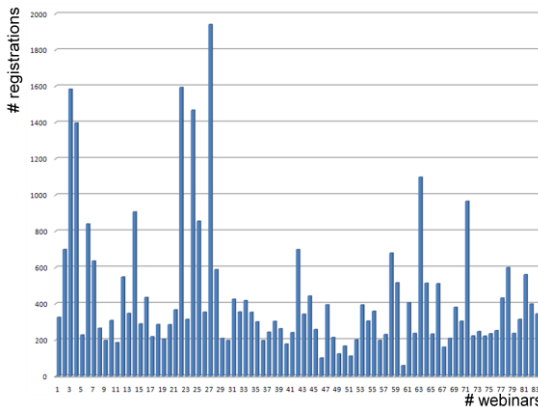


Fig. 1: Total registrations per webinar (2009- 2010)

Truly engage and interact

Receive immediate feedback via live Q&A and polls. Follow up on unanswered questions and generate dialogue post-event.

Capture qualified leads

Benefit from our experience in the scientific world to attract your relevant, targeted scientific audiences.

Benefit from extended archiving*

For a limited time only, we offer 6 months of webinar hosting, delivering extended ROI.

Flexible formats

Deliver a live or recorded online webinar, using one of the following formats:

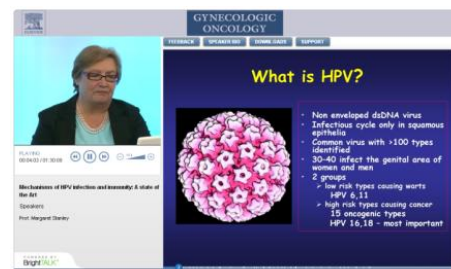
Audio Webinar

Use this highly cost effective solution to let speakers present from the comfort of their desk.



Video Webinar

Impress and engage attendees with an interactive media-rich experience, highly effective for high profile speakers or a moderated debate.



***Special Offer – 3 months additional hosting**



What will Elsevier webinars do for you?



1. Position your company as a thought leader

Compelling content is crucial to attract researchers to your webinar and keep them engaged.

- Get credible subject matter experts around a critical issue facing your target audience



2. Benefit from Elsevier's network and expertise

Draw from Elsevier's network, reaching over 15 million professionals and scientists at corporate, academic, governmental and health organisations.

- Co-brand with our high-quality journals to create significant brand exposure to a targeted scientific audience



3. Work with our experienced team for a complete solution

Let us take care of all management of the webinar, marketing, reporting and lead delivery plus 3 months hosting*.

- Benefit from our experience in producing effective webinars for our customers



4. Generate leads using a dedicated marketing campaign

Attract your target audience using e-mails, banners, and automatic reminder e-mails which all include the sponsors information and logo.

- Access extensive targeted lists and online advertising resources



5. Receive tracking and reporting details within 48 hrs

Our comprehensive lead reports show all viewer profiles and usage statistics, allowing your sales organisation to follow up with leads shortly after the event

Read what our customers have to say...



"This is certainly the best organized and most successful webinar we had to date. The registrations are overwhelming, especially considering that it was a rather difficult topic we dealt with. The questions by the viewers show that we have reached our target group. This is an experience to be repeated..."



"We were very pleased with both the quality and quantity of attendees for our solar inverter house design webinar. The Elsevier team was excellent to work with. They communicated frequently and clearly, helping us prepare for the webinar."

For further details please contact your sales representative

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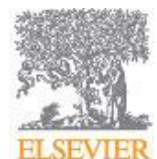
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