

CUSTOM THOUGHT LEADERSHIP WEBINARS

Directly reach family-owned company leaders, shareholders and family council members with your expert thought leaders.

Live thought leadership, targeted and cost-effective lead generation and a projection of your brand and subject matter experts to the engaged audience of *Family Business Magazine*:

- Owners/shareholders, family members, non-family executives and next generation family members of multi-generational family-owned companies.
- Optional extended reach to directors and advisory board members of family-owned companies

Webinars are 60 minute live sessions delivered by streaming audio with PowerPoint presentations and interactive Q&A to deliver a content-rich learning experience. Our moderators guide your subject matter experts and other speakers through an engaging discussion of topics of the highest relevance to our audience.

Your customers don't want to be sold. They want to be educated by trusted subject matter experts. *Family Business Magazine* has produced dozens of successful webinars for our clients, with above-average registration rates and a low average cost-per-lead.

WHAT MAKES OUR WEBINARS SUCCESSFUL?

Our model is to provide webcast topics of specific interest to our audience, with sponsor executives positioned as subject matter experts and thought leaders on the topic. Each webinar features an appropriate outside expert—a family business owner and leader—to add color and commentary to the webcast topic, and to participate in the discussion. Each webcast is 60 minutes, with adequate time for audience and moderator questions, and held at 2pm ET/11am PT

The screenshot shows the Family Business Magazine website interface. At the top, there's a search bar and navigation links: CURRENT ISSUE/CONTENT, CONFERENCES, LIBRARY, BOOKSTORE, and SUBSCRIBE/RENEW. Below that is a 'DIRECTORY OF ADVISORS' ADVERTISE' section. The main content area features the webinar title 'CONNECTING SUCCESSION AND ESTATE PLANNING TO SUSTAIN FAMILY WEALTH-MIND THE GAP!' with a sub-headline 'Join family business owner Taylor Family, Wilmington Trust's Frederick M. Hopkins and Family Business Magazine's Barbara Spector for a robust discussion on how successful individuals coordinate their business succession plan with their personal estate plan to protect their investment in their business and sustain their family's wealth.' Below the title is a 'LATEST BLOG' section with a 'TEST' button and 'Our E-Newsletter' link. There are 'LIBRARY SEARCH' and 'SUBSCRIBE' buttons. The webinar details include the date 'Thursday, November 17, 2016', time '2pm ET/11am PT', and duration '60 minutes'. A 'Click to Register' button is present. The 'SPEAKERS' section lists Taylor Family as president & CEO of Family & Family, Inc. and Barbara Spector as a life-generation family firm that represents the distinct needs of membership-based professional societies and trade associations. Taylor's experience is noted as having served in numerous leadership roles throughout his career in the association and hospitality industry, at organizations including the American Society of Association Executives, the AACI Institute, the

Webinar Sponsorship Benefits

- Leverage the brand and audience of *Family Business Magazine*
- Well-developed strategy before and after the webinar to maximize its effectiveness
- High quality lead generation
- Reach key decision makers and influencers
- Direct connection with current customers and prospects.
- Limited inventory for uncluttered brand and thought leadership projection
- Topic exclusivity
- Turn-key marketing and webinar execution

Family Business
www.familybusinessmagazine.com



Long-Tail Marketing, Thought Leadership and Brand Projection

A *Family Business* Magazine webinar offers 120 days of marketing and lead generation value:

- 30 days prior to the event, pre-event marketing and branding through outbound e-blasts and website marketing.
- The live event, and lead follow-up
- 90 days hosting of the event on our website (and yours) for additional registration and lead generation with a replay of the webinar.
- Permanent hosting of the webinar replay on your website, to add thought leadership value to your digital outreach.

The screenshot shows the Family Business Magazine website. At the top, there is a search bar and navigation links for 'CURRENT ISSUE/CONTENT', 'CONFERENCES', 'LIBRARY', 'BOOKSTORE', 'SUBSCRIBE/RENEW', 'DIRECTORY OF ADVISORS', and 'ADVERTISE'. The main content area features a webinar titled 'DISCOVERING FAMILY VALUES - A GUIDE TO THE BUSINESS OF THE FAMILY' scheduled for Thursday, November 3, 2016, at 2:00 p.m. / 11 a.m. PT, lasting 60 minutes. A 'Click to Register' button is visible. Below the webinar details, there is a short introductory paragraph and a list of bullet points: 'How do family values create a framework for family success?', 'How does knowledge of the founder's vision for the family and business impact the next generation?', 'What roles do family values have in the creation of key business employment policies, and ownership structures?', and 'Can family values encompass hot topics such as the role of social media and controversial issues?'. On the right side of the page, there are links for 'Latest Blog', 'Our E-Newsletter', 'LIBRARY SEARCH', and 'SUBSCRIBE'.

A TURN-KEY SOLUTION

Webinar Topic and Speaker Development

Our editorial, marketing and audience education team will work with you to develop a webinar topic appropriate to our audience, assist you with program development, content and speaker preparation and acquisition. We provide a senior editorial and content staff member to moderate your webinar.

Pre-Event Marketing and Branding

We develop pre-event marketing, including 3-4 email invitations to our audience to register, website-based promotional announcements, and e-Newsletter promotion. We also provide digital files to you so that you can reach out to your own list of customers and prospects and invite their attendance.

Registration Platform

We provide the webinar registration platform, branded to your company. Custom demographic questions can be added. This platform delivers you a file of all registrants, along with email addresses, a list of live attendees of the webinar, and other data to build your leads database.

Webinar Platform

We provide the live webinar platform, and the relevant technical support during the live event, including management of questions from the audience.

Post-Event Marketing

We provide a replay link, full registration and user information, and will advise you on best practices for your follow-up with attendees to maximize the value of the webinar for you and your new leads. You own the registration data, and may add this to your own marketing databases. MP4 replays of the webinar are available for permanent hosting to your website.

Webinar Deliverables

- Projects your subject matter experts as thought leaders.
- Positions your company and brand with our senior decision-making audience.
- Generates highly qualified leads, based on registrant information.

(Typical pre-event registrations—depending on topic—range from 100 to 250; with replays, a webinar can generate more than 400 leads. And you own these leads for permanent use.)

The screenshot shows the Northern Trust website. At the top, there is a navigation bar with 'FORWARD', 'CONTACT US', 'PUBLICATIONS', and 'UNSUBSCRIBE'. The main content area features a webinar titled 'Developing Next Generation Leaders' scheduled for Wednesday, June 22, 2016, at 11 a.m. PT / 12 p.m. MT, lasting 60 minutes. A 'Register Now' button is visible. Below the webinar details, there is a short introductory paragraph: 'What can your senior managers and advisory board do to help prepare a family member for leadership?'. There is also a section for 'Our Experts' featuring two speakers: Peter Begalla, Conference and Education Director, Family Business Magazine, and Charlie Mueller, Executive Vice President of Trust and Advisory Services. A 'Submit a Question' section is also present, asking if the user would like to address a question during the presentation, with an email address: #askourexperts@mtrs.com.

PRICING

Exclusive Sponsorship: \$8,000

Discounts available for multiple webinars.

TO LEARN MORE AND DEVELOP YOUR CUSTOM WEBINAR

Caro Rock, Publisher

215-405-6080

carorock@familybusinessmagazine.com

Mike Bachman

National Account Executive

215-405-6070

mike.bachman@familybusinessmagazine.com

David Shaw, Publishing Director

301-963-6162

dshaw@familybusinessmagazine.com