

# SWM WEBINARS

## CONNECTING WATERPEOPLE

The current situation triggered by the impact of COVID-19 has heightened the importance of the digital sphere, especially in the field of communications and marketing.

In line with its objective of being the digital platform of choice for water professionals and making all the tools available to improve communication and interaction, Smart Water Magazine presents SWM Webinars.

In contrast to other, low-cost solutions, SWM Webinars offers professional production, an attractive design, and the highest level of promotion, distribution and dissemination through its website, newsletter and different social media profiles.



### TECHNICAL INFORMATION

FEE: €2,500

#### Professional production

Unlike the amateur design and functions common in webinars, our production will deliver an event with the dynamics of a TV programme.

#### Promotional video

the client will receive a video that will be used to make it known in social media, promoting the event, the topic, speakers, date and time, etc.

#### Corporate graphic elements

During the broadcast we will incorporate corporate graphic elements live: logos, transitions, introductions, labels with the name and job title of speakers.

#### Personalization

Inclusion of graphic and audiovisual resources on the client's demand during the webinar broadcast.

#### Multiple broadcasting

The production will be broadcast on SWM home page, as well as through our social media channels. In addition, it can be included in the client's channels.

#### PPT presentations & Video-Photo resources

Presentations and other graphic resources will be shown simultaneously with the speaker's presentation.

#### Training

Support services and preliminary testing of video, sound and connections with speakers.

#### Audience

- >> Unlimited number of speakers and attendees.
- >> Management of the question period.

#### Moderator

The SWM team will act as presenters/moderators.

#### Social Media

Coverage in SWM's social media with a specific hashtag defined jointly with the client.

#### Diffusion

All presentations will be recorded for later dissemination through the entity's SWM microsite.

#### Promotion

- >> **Promotional interview** with a representative from the entity that hires the Webinar service
- >> **Prior mailing** to our database announcing the Webinar
- >> **Interstitial ad** during the 2 days prior to holding the event
- >> **Creation of a Premium Event in SWM**, including sections on Programme, News and interviews, Presentations.