

Online Advertising -- Webinar



In depth, topic-specific tutorials based on original presentations at IEEE Communications conferences. [More info...](#)



Live Webinar panel discussions with leading experts. Corporate sponsored, IEEE Communications organized sessions. [More info...](#)



Exclusive, free access on a single topic from all IEEE Communications publications, journals and conferences. [More info...](#)



Monthly IEEE Communications newsletter [More info...](#)



IEEE Communications Society Live Webinars

What are IEEE Communications Webinars?

IEEE Communications Society sponsored webinars, with audio/slide show downstream and text (for Q&A) upstream, focus on technologies, systems, products and services of current interest to both sponsors and technical/business audiences. Webinars are promoted to the global community of communications professionals and are free to the viewing audience. Typical webinars run for 1.5-2 hours and cover 3 or 4 presentations, with the moderator presenting speakers and facilitating questions and answers.

The IEEE Communications Society selected moderator, an industry expert, confers with sponsors to define topic coverage, select potential speakers, and plan the logistics of the live event. Each event has a different IEEE moderator who ensures high quality presentations.

Extensive promotion

- Prominent sponsor acknowledgement – Sponsors are credited wherever the event is referenced in IEEE Communications calendars and bulletins.
- Advertising in IEEE Communications Magazine. Full page ads announce the program, sponsor(s), date, and time, and may include additional sponsor advertising messages.
- Website banners and headlines. Webinar announced on the IEEE Communications home page and separate www area.
- Focused e-mail announcements to the world community of interested professionals.
- Day of event alerts to pre-registered viewers.
- Targeted direct mail announcements to selected groups and distribution at ComSoc conferences. Program overviews in Society Literature.

Benefits to sponsors

- Sponsor participates on live Webinar panel and during session development.
- Registration records. Sponsors receive a record of names and e-mail addresses of all webinar registrants, both those who view the live event and those who view the archive.
- Endorsement by the IEEE Communications Society as a partner in providing high-quality technical presentations. Sponsor logos appear on the screen during the live event and in advertising and promotions targeted to over 50,000 communications professionals.

- Post event exposure. Archived webinars are available to audiences after the live event. Sponsors gain continuous exposure.
 - White paper linking and Web address reference. Sponsors can post company white papers and application notes to Webinar page.
-

[Contact us for rates and information >>](#)

[See Sample Webinar >>](#)

Source URL: <http://www.comsoc.org/Advertising/adv-webinar>