

pi



Webinar

ABOUT US

portfolio institutional exclusively write about institutional investment.

This focus on pure investment content for UK Institutional investors is what makes our brand unique in the market.

Our dedicated readers are professional investors at institutions, whom are responsible for asset allocation and making investment decisions on behalf of the institutions they represent.

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READERSHIP OF **6,147**



MONTHLY ROUNDTABLE
SUPPLEMENT



14,000 AVERAGE
WEBSITE TRAFFIC



700 AVERAGE
NEWSLETTER OPENS



LINKEDIN AND TWITTER
FOLLOWINGS

STRATEGY

PRE-MARKETING



In order to ensure a minimum of 10 of the best delegates, we will produce a full pre-marketing campaign

PRE-MARKETING INCLUDES:

- A banner or text ad featured on the newsletter twice a week
- A full social media campaign on our social media platforms
- An advert in an issue pre-event
- A banner ad on the website
- A registration page on the website
- Screening of sign ups
- Electronic invites to signed up delegates

EVENT



We will ensure the event takes place on a date that does not surround any holidays.

EVENT :

- Morning event fully produced by the portfolio institutional team, with a tech team on hand to manage throughout the morning
- A discussion with your experts and external investors (brought by portfolio institutional) chaired by our editor
- The event will be recorded for post-campaign use
- Live Q&A opportunities
- All sign-up data
- Newsletter and social push x 5

POSSIBLE EVENT AGENDA



Attendees can submit questions while the discussion is ongoing.

A moderator will then select the questions and the attendee will be spotlighted during the Q&A

9.00-9.05: Greeting

9.05-9.35: Panel discussion

9.35-9.45: Q&A

9.45-10.15: Panel discussion

10.15-10.45: Q&A

10.45-11.15: Possible keynote speaker

POST EVENT



We want all our readers to hear about the success of the webinar and the educational and thought-provoking content

POST-EVENT:

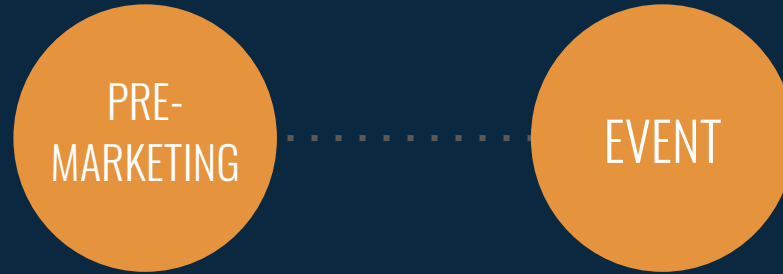
- Write up in the print and digital magazine
- Video on the website and newsletter
- Video in the digital magazine
- Delegate list
- Follow up email from us to delegates to build your sales pipeline
- Banners on website
- MP4 file of the whole event
- Engagement report

PACKAGE 1



If the full campaign is booked we would be able to offer the package at **£20k**

PACKAGE 2



If the full campaign is booked we would be able to offer the package at **£15k**



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THANK-YOU