



## **Datamatics Webinars**

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**Our independent IT analyst-hosted process** makes it easy for your execs, SMEs, partners and clients to participate and present in the best light possible. In addition to helping the conversation focus on what prospects are most interested in hearing about, our expert analyst provides a 3rd party viewpoint that lends credence and validation to each vendor's unique messaging.

**Pre-recorded "as-live" or hybrid webcasts** provide the ultimate flexibility for a successful event. We can record off-line to reduce stress on presenters (who are free to act more relaxed and natural) leading to great performances, and still broadcast "live" like most popular TV news segments. We can still accept, moderate and report on Q&A with any setup.

**Spotlight events are sole-sponsored, and we guarantee a minimum number of opt-in registrants.**

All of our registrants are **IT professionals** with **full contact info**, and **95% are from North America.**

We report on the viewing duration and the timestamp of their arrival. We typically experience a 25-30% attendance rate.

- **Lead Guarantee** - 300 registrants/leads with 25% expected live attendance.
- **Branding** - on all promotions, registration pages, event pages, streaming page.
- **Redistribution License** - unlimited redistribution license of source file.
- **Unique Link** - for promoting to your audience. (Leads generated by sponsors are not shared with other sponsors and do not contribute to our goal.)
- **Scheduling** - on your time, pending availability. Ad-hoc video webcasts are not on a pre-determined schedule.
- **Content Syndication** - Promote your webinars and reach an even larger audience through Datamatics' cost per lead programs.