



# civil + structural **ENGINEER** **WEBCAST SPEC SHEET**

## Send materials to:

### **Olivia Jones**

Production & Circulation Manager

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479.856.6257

*Civil + Structural Engineer* will execute marketing and promotions for the webcast to encourage maximum attendance. We will create the “call-to-action” advertising materials and distribute the promotions to our audience. Our promotions will begin four weeks before the scheduled live webcast date; however, the planning and preparation will start earlier. Your branding appears on the promotions, during the live event, and in the archived webcast.

## **Webcast sponsors are expected to submit the following items:**

- Corporate logo
- Presentation title, description (1-2 paragraphs), and 4 Learning Objectives
- Speaker contact information and headshots
- PowerPoint presentation (using our Webcast Series template)
- Quiz questions and answer key
- Poll questions (if applicable)
- Videos (if applicable)
  - URL to hosted video or
  - Video file
- **Hi-res images for marketing**
  - 300dpi images for print
  - preferred dimensions are:
    - 750px width x 500px height
    - 1400px width x 600px height