



CONTENT & LEAD WEBCAST SERIES BY HEISE ONLINE

Multi-Sponsored Editorial Webcast

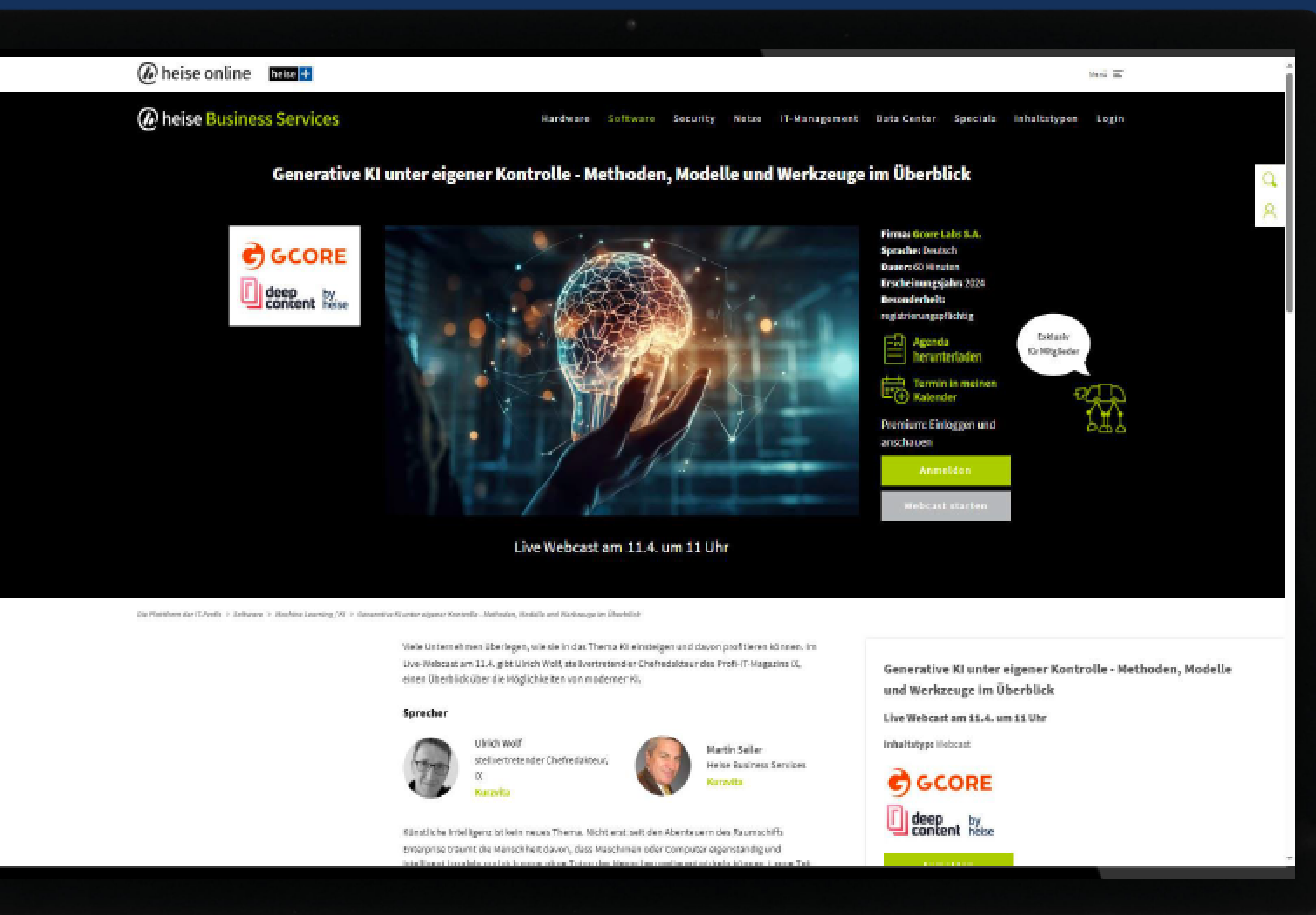
DIGITAL SOVEREIGNTY



Multi-Sponsored Editorial Webcast

Digital Sovereignty

Date : September



Example

THE IDEA:

An editorial webcast on the topic of "**Digital Sovereignty.**"

Digital sovereignty means being able to decide for yourself which dependencies you enter into. It is the prerequisite for shaping the digitalization of your own organization and enables **resilient and reliable IT**.

In the webcast, our editors will demonstrate how to reduce dependencies in the areas of cloud, AI, IT security, and software.

THE IMPLEMENTATION:

- multi-sponsored webcast under the leadership of heise business services
- joint webcast with up to 4 sponsors

THE TERM:

- 1h webcast, followed by:
- on demand , application period 3 months

Multi-Sponsored Editorial Webcast Involvement of Sponsors

1

Mention of the sponsors in the webcast introduction "We thank..."

2

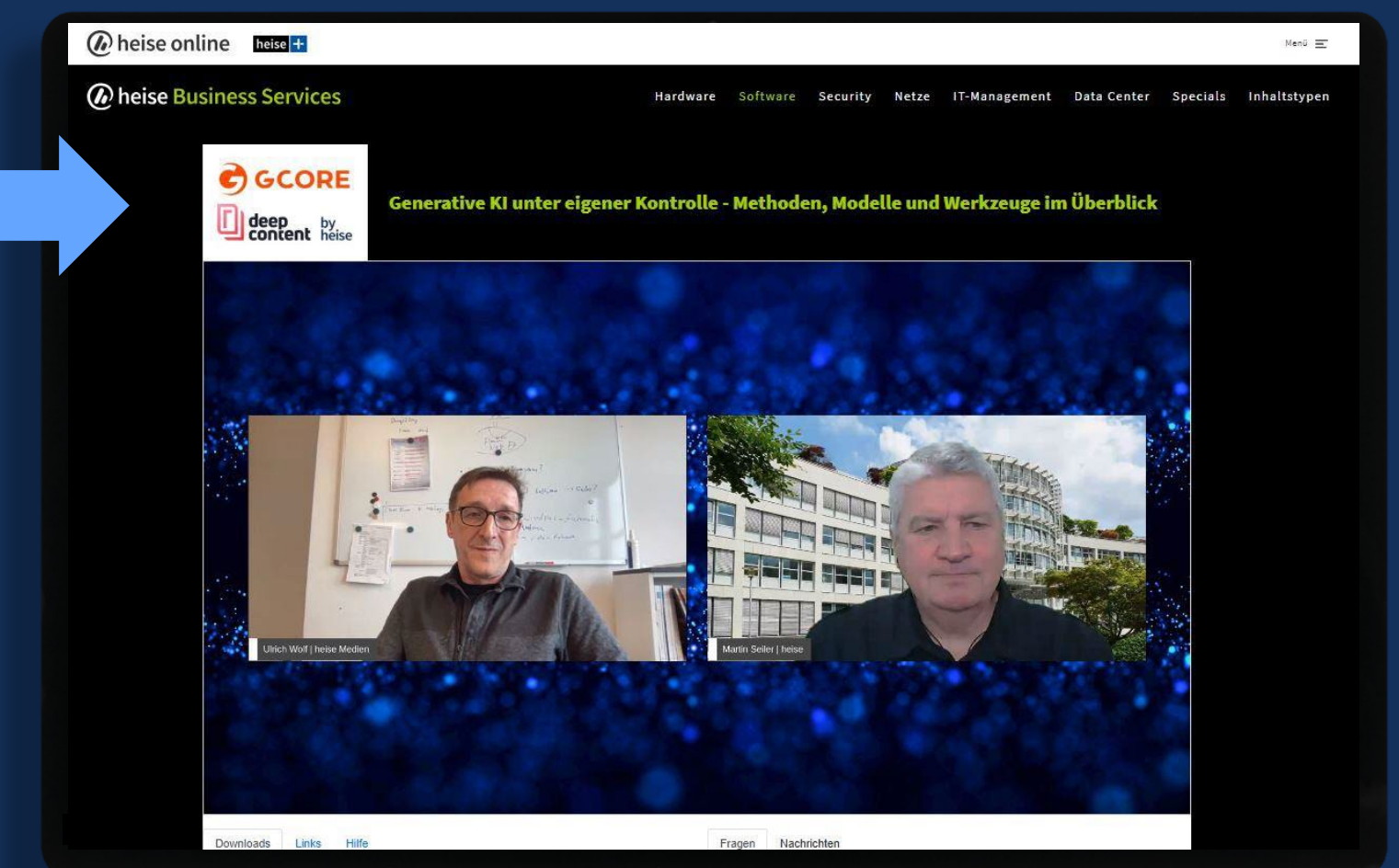
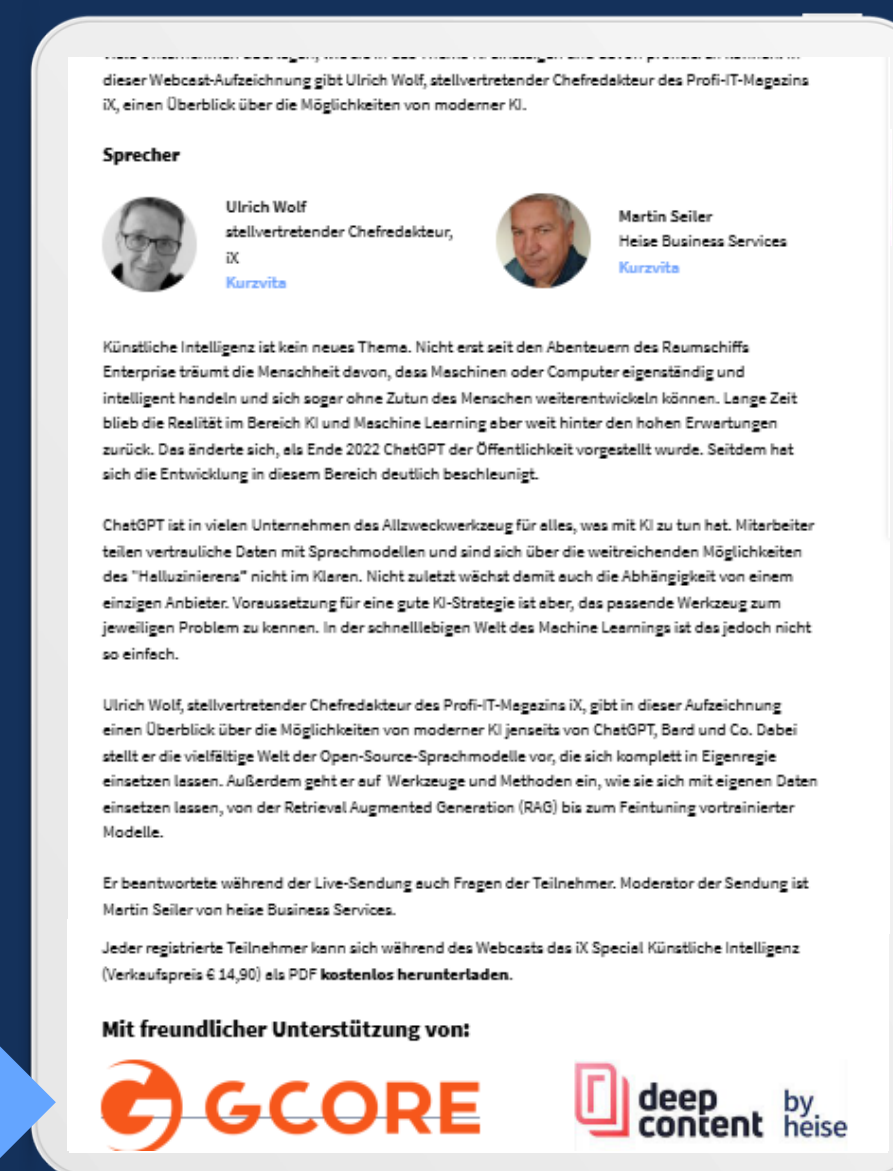
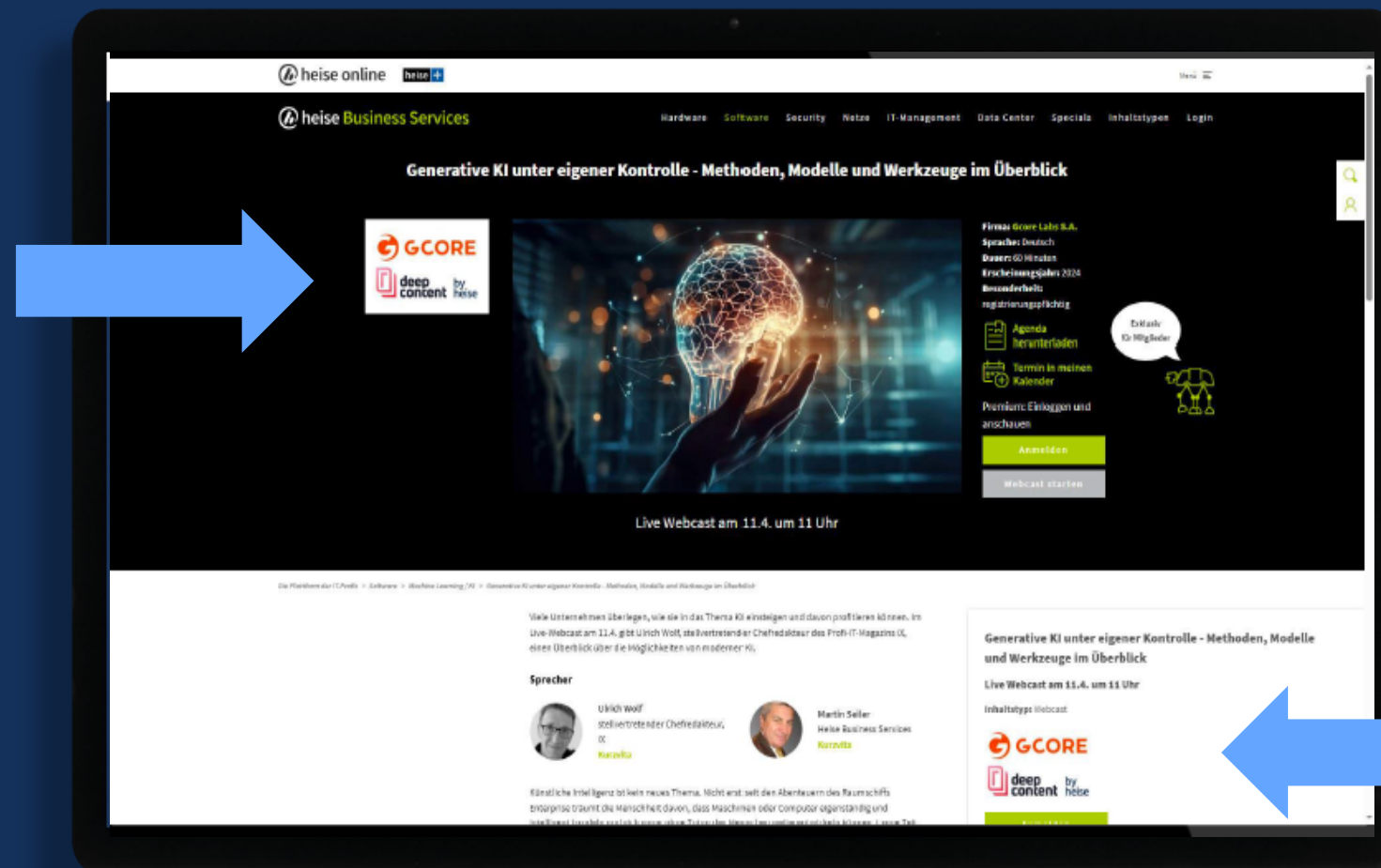
Integration of sponsor logos on the landing page (top left and right)

3

Repeated integration and linking of the sponsor logos on the landing page below and inclusion in the keywords

4

Integration of sponsor logos in the webcast window at the top left. Links to the sponsors' homepages below the video window



Multi-Sponsored Editorial Webcast

Scope & Services

Price: €8,900 per sponsor

(less 15% AE, no further discounts possible)

Content

- Editorial preparation of the landing page, by heise business services produced content
- Content management and project management
- Moderation of the program, content preparation

Application

- Promotion on heise online, newsletter, social media
- Outbound Marketing: Distribution using push method = direct mailings to individually selected, qualified target groups

Reporting

- Lead Report, 14 daily
- Webcast Report

Lead guarantee

- 100 standard leads* in 3 months
- Leads are NOT given exclusively to individual sponsors

 heise online

Let's stay in touch !



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