

KHL OFFERS PERSONALIZED WEBINAR CAMPAIGNS FOR THE CONSTRUCTION, POWER & GAS COMPRESSION SECTORS

WEBINAR SERVICES



international
construction

DEMOLITION &
d&ri
RECYCLING INTERNATIONAL

access
INTERNATIONAL

CONSTRUCTION
europa

CONSTRUÇÃO LATINO-AMERICANA
CLA
Incorporando a CONSTRUÇÃO PAN-AMERICANA

ACCESS, LIFT & HANDLERS
ALFA

construction
TECHNOLOGY

CONSTRUCCIÓN LATINOAMERICANA
CLA
Incorporando CONSTRUCCIÓN PAN-AMERICANA

INTERNATIONAL
rentall
NEWS

INTERNATIONAL
CRANES
AND SPECIALIZED TRANSPORT

DP
DIESEL PROGRESS

COMPRESSOR
TECH

AMERICAN CRANES & TRANSPORT
ACT

DPI
DIESEL PROGRESS INTERNATIONAL

Diesel & Gas Turbine
WORLDWIDE

NPP
NEW POWER PROGRESS

Off-Highway
RESEARCH

sa
scaffold & access magazine



www.khl.com

Holding a webinar allows you to create and nurture business relationships while showcasing your industry knowledge.

By partnering with KHL, you will be able to reach our extensive database and align with our trusted brands.

Webinars as a marketing channel have many advantages, including:

- Generate leads
- Educate your audience about your products and services
- Develop authority and trust in your sector
- Get instant feedback from participants to help understand your audience better
- The content generated by recording the webinar can be repurposed for further marketing.

HOW DOES IT WORK?

- You and your team outline the desired webinar content and format as well as target audience
- KHL & your team set up best possible Webinar time based on geographic target group
- Webinar can be held by individual or a panel; KHL can provide a session moderator, if needed
- Audience generation: Once a webinar date and time have been agreed upon and client has provided promotional content/visuals,
- The webinar session is set up in enterprise scale conference software and all participants conveniently log in from home/office
- Audience questions can be asked online to stimulate participation'
- Post-event, KHL can launch a 2nd campaign via various promotional channels to drive additional audience. You can decide to gate the content or make it freely accessible.
- In addition, you can certainly leverage the recording through your own channels
- Pre-event set-up & promotion, hosting/recording, post-event marketing takes approximately 4-6 weeks based on available input from client



Engage and interact with an international audience. Share your content for conferences, technical topics, marketing, online courses, and so much more.

Our Digital Team will provide the insight and support to make your webinar a success without the headache.

We can provide the total webinar service with hosting, moderating, promoting and recording or any element of that.

WHAT CAN KHL OFFER?

KHL can provide all services that make up the three key elements of a successful webinar:

- ✔ **Generate the audience** - promoting the webinar via sponsored content positions and banners on KHL websites and newsletters, e-cast campaigns, and social media. Website banners and e-cast campaigns can be region specific via geolocation
- ✔ **Hosting and recording the webinar** - providing the full service including moderators, using our enterprise-scale webinar software to host and broadcast the webinar including recording and producing a video to be shown post the event to give the webinar a long shelf life.
- ✔ **Post-event promotion** - promote the post-event video on all KHL digital channels including social media. The video can be gated to generate named viewers.



WEBINAR RATES

Webinars start from \$6,500 / €6,000 with the options to generate the audience, host and record the webinar and post marketing campaigns.

Please contact us to discuss your requirements.

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DIGITAL SUPPORT AND SALES TEAM

The world of digital media is technically complex and ever-changing. KHL has a technical digital team dedicated to maintaining and developing all KHL digital media channels.

The team produced the first BPA-audited digital magazine in Europe in 2002 and more recently developed and published both digital magazine and breaking news apps for tablets and mobile phones.

This expertise and experience is available to all KHL clients for free help and advice on any digital matter. The service includes designing banners optimised for websites, newsletters and mobile apps, plus using specialist software to ensure that digital advertisements display correctly.



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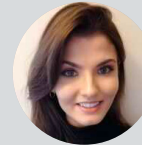


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