

FAQS: What to Expect From Your DISTRICT ADMINISTRATION Web Seminar

What is the purpose of the web seminar?

The primary goal of this campaign is to demonstrate thought leadership on a topic of importance to senior leaders in K12 districts nationwide. Our web seminars will also provide you with highly qualified leads for your sales force and brand awareness among your target audience. Finally, web seminars provide valuable consumer information, which helps turn decision-makers into buyers.

What kind of professionals sign up for DA web seminars?

The power of our audience is defined by the fact that they comprise more than 73,000 selected K12 leaders from across the country.

How many leads will we get?

Registration for our web seminars varies, with topic and speakers being the primary factors that influence participation. Web seminars that are tightly focused on a niche-specific product or subject may generate 100 registrants, but these people are likely to be highly interested in follow-up. Events that address topics of broad interest may generate 300 or more registrants. For all web seminars, the archive edition is promoted for 12 months, yielding additional leads throughout the year.

Will you guarantee a minimum number of registrants?

Because registration is dependent on factors such as topic and speakers, we do not guarantee a minimum number of registrants.

How many people who register for a web seminar typically attend the web seminar?

Between 30 and 50 percent of our registrants actually attend the live event. This is in line with overall web seminar behavior. After the event, registrants are reminded that they can view an archived version of the web seminar, which is maintained and promoted for 12 months.

What contact information will I get about the registrants?

You will receive full contact information for each registrant, including name, title, institution, address, phone number and email address. You will receive this information regardless of whether the registrant attended the live event. After the event, you will receive a private URL giving you 24/7 access to pre- and post-event registrations.

When can I schedule the web seminar?

Generally, we schedule up to two web seminars per week, typically on Tuesdays and Thursdays at 2 pm ET. These slots are made available on a first-come, first-served basis.

How far in advance should we schedule our web seminar?

We recommend you book your web seminar 90 days in advance. This allows optimal time to develop an interesting program, avoid scheduling conflicts with speakers and promote the event effectively. We can work with shorter timeframes if necessary, subject to availability of an open production slot.

How do we reserve a date?

We must have a signed insertion order to reserve a date, since we assign our web seminar slots on a first-come, first-served basis. Sponsors who change a reserved date to another week will incur a change fee; your account manager can provide additional information about change and cancellation fees if needed.

Do you have a list of scheduled web seminars or topics that we can use to select a sponsorship opportunity?

No. Your web seminar will be developed on a topic that you want to address. Our web seminar staff will help refine your topic for our audience as may be appropriate.

How are speakers identified?

In our most common model, a sponsor provides us with one or two customers who deliver case studies. Sometimes sponsors also provide a subject matter expert, either an employee or a consultant, to be a speaker. If an independent subject matter expert is needed for the panel, we can help find such a speaker.

How is production managed?

Our web seminar staff will provide all coordination for deliverables, rehearsals and preparation. Additionally, our ten-week Web Seminar Production Timeline outlines each of the steps, from topic development to rehearsal times.

How will the web seminar be promoted?

The web seminar and the archived edition will be promoted through print advertisements, email broadcasts, notices in our daily e-newsletter, and ads on the magazine's website. Typically, we deliver 250,000 impressions of a web seminar sponsor's logo during a promotion campaign.

Which promotional tactic brings in the most registrations?

Email broadcasts are our most effective means of generating registrations. Each web seminar is promoted via email at least three times prior to the event and once immediately after the event, for the archived edition.

How far in advance do people typically register for the web seminars?

Most of our registrations occur in the two weeks prior to the live event as a result of our email broadcasts and online promotions.

As the sponsor, can we address the audience during the web seminar?

We reserve time prior to the Q&A session for sponsor recognition. Typically, this takes the form of a 30-second PBS-style sponsorship notice, delivered by the moderator and prepared in conjunction with the sponsor. (Sponsorship notices are typically not included in events where a representative from the sponsoring company is a panelist.)

Will we get feedback from the audience about the event?

At the end of the event, our audience is asked to complete a short survey about the web seminar. A summary of the survey results is provided to the sponsor shortly after the event.

Web Seminar

production timeline

Week 1: Kickoff Call

Our web seminar team will meet with your team to discuss your goals for the event, fine-tune the topic and discuss speakers.

Week 2: Abstract

Our team will collaborate with you to develop an abstract for your web seminar, including a title and a single-paragraph description.

Week 4: Speakers

At this point, we expect to have the speakers identified and committed.

Weeks 5-6: Planning

We will conduct a speakers' call to provide guidance on their presentations and alert them to their deadlines and deliverables. We will develop the full promotional copy, amplifying from the abstract to include the speakers and bulleted information about what will be covered in the presentations. Registration page opens.

Weeks 6-10: Advertising

Your web seminar will be promoted with text ads and banner ads on our website and in our daily e-newsletter. It will also be included in our upcoming web seminar ad in our magazine.

Weeks 8-10: Email blasts

We will deploy at least four promotional email broadcasts during the three weeks leading up to the event.

Weeks 9-10: Final Preparations and Rehearsal

Deliverables are due (speaker photos and slide decks; sponsor notice information). We will conduct a full rehearsal, usually 2-5 business days prior to the event.

Week 10: Live Event

We will deploy a final promotional email broadcast, generally 1-2 business days prior to the live event. We will send two reminder emails to registered attendees: approximately 4 hours prior and 20 minutes prior to the event.

Schedule Your DA Web Seminar Today!

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