

# THOUGHT LEADERSHIP SHOP! WEBINARS

Custom webcasts provide companies with a focused way to connect with their target audience via a web-based presentation organized by Shop!

Shop! has a unique opportunity to position your company as an industry thought leader while providing education in your category of products or services.

This education forum is designed to offer thought-provoking insights on products and services and how they benefit retailers, brands and manufacturers to further the industry.



## THE MEMBER PROVIDES

1. The presentation content
2. The speaker

## SHOP! PROVIDES

1. **Marketing support** -- Extensive print and digital promotion, including but not limited to Retail Environments magazine, Shop! website, association newsletters and proprietary targeted e-blasts
2. **The technical platform** for delivering the webinar including registration, moderator, webinar set-up, webinar delivery
3. **Archive of webinar** on Shop! website
4. **List of registrants** with contact information pre- and post-event

## EXAMPLES INCLUDE INFORMATION THAT...

- Demonstrates proven ROI with a particular product or service
- Shows how elements such as flooring, lighting or fixtures, etc., improve store traffic
- Tells what types of in-store products successfully attract Millennials or other important demographic groups
- Offers a case on the benefits of using a specific product or service
- Offers educational content for retail and brand professionals or for Shop! members

**TOTAL INVESTMENT: \$5,000**