Webinar Guidelines

Partner with SelectScience in an educational webinar and engage scientists with your expertise.

Engage with thousands of scientific decision makers online — live and on demand. Our Premium Webinar Program makes it easy, with expert marketing and editorial support, a complete program of promotion and dedicated on-demand service guaranteeing maximum registrations and sales-ready leads.

Premium Webinar Event

The webinar topic should be based on a technique or application area, presenting either best practice or a novel solution to a problem, ideally involving a customer case study. It is recommended that your speakers include at least one customer and one application specialist from your company. It is not recommended that sales professionals present. Each speaker will be asked to provide their slides at least two weeks before the event.

A SelectScience spokesperson will host the webinar. The presentation style should be educational and promote interaction with the audience, rather than a product sales pitch. Plan to make the presentations last between 30-45 minutes with an additional 10-15 minutes for questions (45-60 minutes running time, including Q&A).

- Generate qualified sales leads from a targeted audience of science professionals
- Improve brand awareness, during the event and in pre- and post-event marketing
- Demonstrate thought leadership and education on specific topics
- Engage with a new audience via questions, downloads, polls and feedback
- Presented by impartial SelectScience editors
- Access to full details on registrants and participants
- Continued exposure through on-demand archive
- Pre- and post-event editorial – ongoing contextual placement

SelectScience editorial and advertising campaign for each webinar includes:

- A professional online event hosted by a SelectScience Editor, with a live, pre-recorded or pre-filmed presentation
- Full pre-event promotion to attract an unlimited high-quality audience through:
  - Promotional emails
  - Social media promotion
  - Banners
  - Editorial promotion
- During-event moderation, live questions, poll questions, videos, attendee feedback survey and downloadable documents
  - Complete post-event promotion:
    - Promotional email to all registrants
An editorial article featuring your Q&A to reach more contacts
Social media promotion
Editorial promotion
Gated on-demand version available for 2 years providing up to 200+ additional views over 6 months
- Help with identifying speakers and providing direction with the content
- Translation and transcription services available
- A full metrics report with named registrants and qualified leads from those looking to buy now

Selecting a webinar program

- **Exclusive Event** – access your target audience on an exclusive date and time of your choice, plus on demand for 2 years.
- **Silver Program** – further maximize your webinar content with our on-demand booster program, driving extra registrations for months after the event.
- **Gold Program** – effectively increase your webinar results and impact by re-running your webinar, fully promoted as new by our webinar support team – on top of all the benefits of our Silver program.

Examples:

*See examples of the latest SelectScience webinars>*

**Dual Event Webinar**

Increase your brand awareness and qualified sales leads with a dual session webinar, which offers the chance showcase your brand, product group or products across multiple times on the same day, thus generating more traction and engagement with purchasing scientists.

**Re-Run Webinar**

Event increase the success of your webinar event by re-running it with the same content and new Q&A at a later date.

**Branded Webinar Channel**

Display multiple events (live or on demand) on a dedicated, branded landing page with one-time registration to increase attendance.

**Clinical Webinar Accreditation:**

Increase webinar registrations by enabling your target audience to receive 2x continuing education credits, such as PACE, ACCENT, and more.

*For more information, contact your Account Manager.*

*Contact the SelectScience sales team to request our Media Kit »*

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