



content
innovo

WEBINAR

INTRODUCING:
DISTILLED WEBINARS



COVID, WEBINARS & TIME

Educational Content Is a Competitive Space

Since the Covid pandemic began, companies around the world have been using webinars to connect and engage with clients and prospects. As a result, your audience has a lot of content to choose from.

Time Is of the Essence

Research from Gotomeeting shows that only 44% of registered attendees actually attend a webinar. How do firms re-engage with the 56% they've missed out on?

In times of crisis your clients are looking for education and information, but they seldom have time to view a full, hour-long webinar -- particularly while managing hectic, complex work-life routines imposed by this pandemic.

Introducing: Distilled Webinars.



DISTILLED WEBINARS

10 Minutes - 10 Takeaways

We will distill your webinar down to 10 minutes and 10 takeaways to help you access that 56% of non-attending registrants, and also reach out to your broader audience.

After consulting with the lead stakeholder, CI will edit your webinar down to 10 minutes, emphasizing the 10 key messages. In addition, we create a Key Takeaways Document, highlighting the 10 key insights from your webinar.

Turnaround time is 5 to 10 business days.

Distilled Webinars Will:

- Let busy clients and prospects engage with your content and ensure that they do not miss out on essential business intelligence, while respecting their hectic schedule.
- Increase the shelf life and user accessibility of your webinar.
- Act as a marketing tool for the webinar, encouraging viewers/readers to view the full webinar for more information.



PROJECT BREAKDOWN:

60 Minute Webinar - Distilled:

- 15 to 30 min consultation
- Video edited from 60 minutes to 10 minutes (additional fee for longer videos)
- Creation of Key Takeaways Document (includes 2 rounds of edits, additional edits charged at \$125/hr)

\$1,695 USD

60 Minute Webinar - Just the Video:

- 15 to 30 min consultation
- Video edited from 60 minutes to 10 minutes (additional fee for longer videos)

\$995 USD

60 Minute Webinar - Just the Key Takeaways:

- 15 to 30 min consultation
- Creation of Key Takeaways Document (includes 2 rounds of edits, additional edits charged at \$125/hr)

\$995 USD



MORE INFORMATION



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