



# ESOMAR

## ESOMAR VIRTUAL ENGAGEMENT

Engage with your market from home

### Join us for ESOMAR'S Virtual events on

- 3 June – Digital Transformation Series
- 11 June – ESOMAR TV: Client Summit Spring at Home
- 18 June – ESOMAR TV: Client Summit Spring at Home
- 15 June - 12 August Virtual Academy 2020

As we all face a very different business environment to what we expected, ESOMAR is OFFERING sponsored virtual events and bespoke platforms that can be combined with online Research World media to allow your company the unique chance to profile your products/methods/thinking. Some statistics to date:

- First 3-part series attracted 2300 registrations
- 9+ hours of quality peer reviewed content
- 130+ downloads of individual pieces of content
- Bespoke content is drawing record
- Research World online media is attracting 125 000+ views per month

# ESOMAR TV: Client Summit Spring at Home & Digital Transformation Series

## Virtual Download Sponsor:

- 2-minute recording where you can present your content to delegates about your product/company/method/thinking it's up to you!
- Upload 2 pieces of digital content (eg) brochures, white papers....get creative!!
- All the details from those who register for all the sessions – real ROI and real leads all of which can be contacted!
- Premium location of your company logo on our platform plus a URL of your choice
- Super and mobile leader board banner on Research World – 125 000+ views per month to further boost your visibility (4 weeks)
- Indepth reporting to answer your marketing questions

**Price:**  
**€ 5500**

# ESOMAR TV: Client Summit Spring at Home & Digital Transformation Series



## Virtual Icon Sponsor:

- Upload 1 piece of digital content (eg) brochures, white papers....get creative!!
- All the details from those who register for all the sessions – real ROI and real leads all of which can be contacted!
- Your company logo on our platform plus a URL of your choice
- Large rectangular banner on Research World – 125 000+ views per month – to further boost your visibility (4 weeks)

**Price:**  
**€ 2500**

## ESOMAR TV: Snack Webinar

### Snack Webinar Sponsor:

- **30-minute customised webinar with content of your choice, including promotional features. ESOMAR can advise on a list of recommended topics.**
- **Generation of an expansive list of leads from live attendees and on-demand viewers.**
- **Expert advice and support throughout the process for maximum reach and webinar impact.**
- **Webinar available for 1 year for on- demand viewers.**
- **Link to full report of webinar results available for 1 year.**
- **Middle banner exposure on the Research World ebulletin with 25 000+ subscribers**

**Price:  
€ 3000**

## ESOMAR TV: Full Webinar

### Full Webinar Sponsor:

- **1 hour customised webinar with content of your choice, including promotional features. ESOMAR can advise on a list of recommended topics.**
- **Generation of an expansive list of leads from live attendees and on-demand viewers.**
- **Expert advice and support throughout the process for maximum reach and webinar impact.**
- **Webinar available for 1 year for on- demand viewers.**
- **Link to full report of webinar results available for 1 year.**
- **Header banner exposure on the Research World ebulletin with 25 000+ subscribers**

**Price:  
€ 5000**

# ESOMAR TV: Virtual Masterclasses



**Price:**  
**€ 8000**

## Virtual Masterclass Sponsor:

- A series of longer indepth sessions focusing on a specific piece of learning/tool/method
- Upload of any digital content (eg) brochures, white papers....get creative!!
- All the details from those who register for all the sessions – real ROI and real leads all of which can be contacted!
- Premium location of your company logo on our platform plus a URL of your choice
- Medium square banner on Research World – 125 000+ views per month to further boost your visibility (4 weeks) while series is active
- Indepth reporting to answer your marketing questions



## ESOMAR COMMUNITY: Roundtable Sponsor



**Price:**  
**€ 2500**

### **Virtual Roundtable Sponsor:**

- Intimate gathering of those interested in discussing a specific topic/tool/method of 1 hour
- Short presentation to outline the topic
- Chance to moderate the session yourself
- Interactive '1to1' exchange of ideas
- Premium location of your company logo on the ESOMAR with a URL of your choice
- Advertorial on Research World – 125 000+ views per month to further boost your visibility (4 weeks) while series is active
- Indepth reporting to answer your marketing questions