

# 2019 *Canadian HR Reporter* Webinars

Webinars are an innovative and interactive way to engage with HR professionals and employers. These online events deliver leads, an engaged audience and position your organization and its experts as thought leaders.

## » Leads

Your sponsorship makes the webinar free to attend. In exchange, participants grant consent for you to contact them – our CASL-compliant wording means we can share emails as well. It's a great way to generate a high number of qualified leads quickly for your sales team.

## » Engaged audience

Everyone who signs up for your webinar is a hot prospect – they care enough about the topic to take time from their busy schedules to listen and participate.

## » Thought leadership

*Canadian HR Reporter* is the most respected human resources publication in the country. Delivering your message to its loyal audience ties your brand and expertise to an information source that has been trusted for more than three decades.

## » How it works

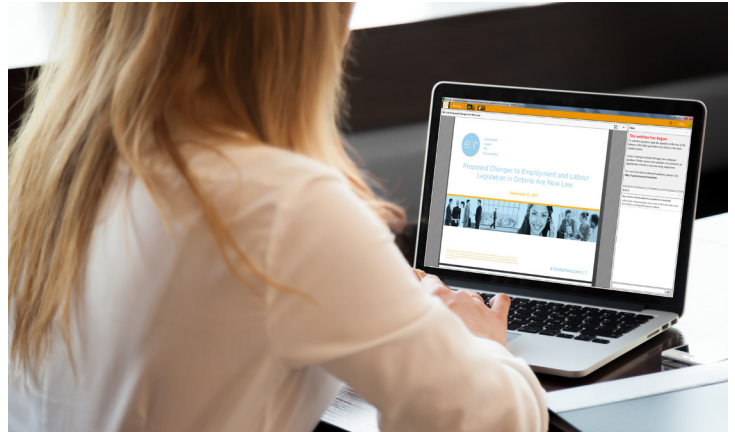
It's a turnkey solution. We provide the expertise, the platform, a dedicated webinar co-ordinator and our marketing expertise to get registrations from our audience. You can choose to have one of your experts deliver the webinar, or work with the editors of *Canadian HR Reporter* on finding a topic and speaker.

## » Time

Webinars run for one hour – 45 minutes of presentation followed by a 15-minute Q&A session.

## » Archiving

Webinars are recorded and archived on Thomson Reuters' Canada Professional Development Centre (cpdcentre.ca) for a minimum of six months.



## PROMOTION

- Invitation email blast to 12,500 subscribers
- Invitation reminder email blast to 12,500 subscribers
- Big box in 2 editions of *Canadian HR Newswire*
- Featured Spotlight in 2 editions of *Canadian HR Newswire*

## DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event registration
- 60 minute session including Q&A
- Live moderator
- Power Point presentation integration
- File share options
- Audio integration
- Chat modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for host and presenter
- Delivery of leads to sponsor within 24 hours

# \$6,995

Value \$13,850

For more information, please contact Paul Burton at paul.burton@tr.com | 416-649-9928