

WEBINAR PROGRAM

Instead of trade shows costing you additional tens of thousands of dollars and creating a time consuming and labor-intensive proposition, RMG will develop and manage the perfect solution...an educational webinar or even R.A.C.E approved C.E. accredited!

Webinars will be aimed at getting your products & educational content directly in front of your audience, enticing them to purchase your products directly. It also allows them to ask any questions they may have before making their purchase via a live Q&A session. Webinars will be promoted and presented on a specific date just like a trade show and then hosted online for free On-Demand viewing.



YOUR COMPANY WILL

- Create a 50-minute pre-recorded lecture based on RMG provided template that is educationally focused and sponsored by your company.
- Provide post-lecture questions which need to be answered by attendees before C.E credits are awarded, ensuring maximum audience attentiveness.
- Provide live chat and post-lecture Q&A.
- Include a product offer.



REDSTONE MEDIA GROUP WILL

- Provide your company with “How to build a Webinar” template.
- Design and manage each Webinar.
- Develop custom introduction and closing, including logo reveal, imagery and sound.
- Format and develop post-lecture test based on questions provided.
- R.A.C.E approve lecture, as RMG is a certified R.A.C.E. education provider.
- Market and attract viewers to each Webinar through a specific multimedia strategy.
- Provide C.E. certifications to Veterinarians in attendance who pass the post-lecture test.
- Capture database and attendee information and provide metrics reports to your company.
- Communicate your “Special Offer” to attendees.
- Host On-Demand version of webinars on Animal Wellness Academy for veterinary access.

