



## Subject Matter Marketing

### Direct Messaging:

- Exclusive email to entire ALA membership database. Email will provide topic, content description, learning takeaways, speakers, registration link, logo and link to sponsor website
  - Timeframe: within 3-weeks of webcast date
- Promotion via BOLD Bites digital newsletter. Minimum two (2x) to include topic, date, and registration link.
- Promotion via "Association Happenings" to include webcast promotional copy & hyperlink.

### Brand Positioning:

- Slider advertising position on alanet.org, for 2-weeks prior to webcast
- Event listing in "ALA Calendar", including date & hyperlink

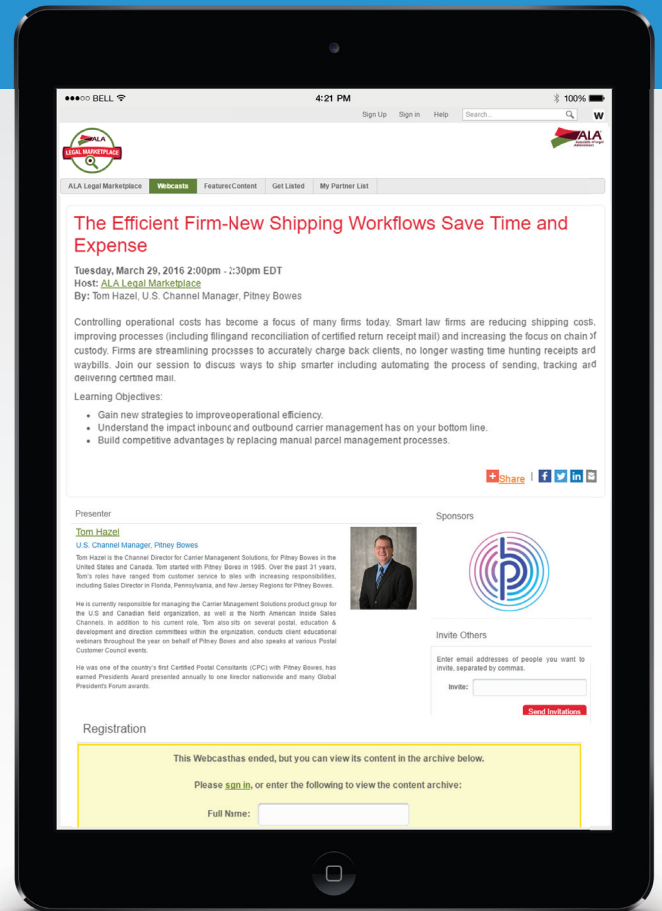
## Post - Event Marketing

### Archive Promotion:

- Evergreen Registration Page, including active attendee registration, link to Legal Marketplace profile, and video file of webcast.
- Promotion of archived webcast via BOLD Bites digital newsletter, and ALAnet.org link.

### Customer Acquisition:

- Sponsor receives a complete list of registrants in excel post-event.
- Info included: Contact name, company, title, email, size of organization and mailing address.



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Our team found the ALA Solutions Series Webcast to be a valuable resource to both educate and inform law firms about the efficiencies available through new technologies like Nuance's Dragon Speech Recognition. The ALA team provided a professional experience that helped make the webcast process easy. Within 15 minutes after the webcast, we had our first inbound request from a new customer prospect.”

- **Aimee Kreth** Senior Marketing Manager, Demand Programs, Dragon Desktop, Nuance Communications, Inc.

**\$4,500/webcast**

**Additional Customization Option: \$500**

*(Up to 10 custom demographic registration questions for each registered attendee)*

**For More Information**

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