

Waste News Webinars

Interactive Digital Events



Waste News Webinars are interactive digital events that deliver customized audio and video webcasts to your customers cost-effectively over the internet using the most sophisticated tools that enable you to achieve your business goals and realize your ROI. Using the latest technology and an easy-to-use interface, we work with you to create on-demand audio webcasts quickly and easily. Webinars are run live or pre-recorded and are archived for 3 months to enable on-demand viewing.

Waste News Webinars are the most cost-effective method for delivering rich media communications to key audiences over the internet.

To learn more about Waste News Webinars and the benefits of these innovative and exciting digital events, contact your Waste News sales representative today.

Webinar Sponsorships

When you sponsor a Waste News Webinar you can provide the audience with content about a new product, service, or company information.

Webinar Sponsorship includes

- Exposure to the Waste News targeted industry audience
- A co-branded marketing campaign
- Print ads in Waste News (four junior, 4-color ads)
- Email promotions to Waste News Daily E-mail Subscribers
- Side Button ad on Waste News Daily E-mail
- Increased exposure through live and on-demand viewing
- Qualified leads generated from user registrations

Additionally, marketers fully leverage the benefits of a Waste News Webinar through:

Customization

Reinforce corporate identity with easily branded event lobbies, registration pages, and event consoles.

Measurement

Analyze and measure the impact of on-demand webcasts with real-time, online reporting.

Interactivity

Engage audience members with polls and email Q&A.