

# Host sponsored webinars

**Sponsor one of our online events and gain exposure to our international community of members and followers**

## Introduction

IFST offers you the opportunity to host a sponsored webinar with us. This can be based on your proposed topic and reflect our members interests using a fully customisable format with free access to all attendees. Attendees are requested to provide marketing permissions on sign up, providing you with access to their contact details following the webinar.



## Audience

Webinars are hosted once per quarter giving you exclusive access to our potential international audience of 50,000 LinkedIn followers and 50,000 monthly website visitors. Our previous hosted webinar earlier this year, sponsored by 'Air Products' resulted in 400 registrations and 229 attendees.

## Format and offer

Our online events typically run to one hour. The topic should include aspects of innovation and developments in food science and technology. Our audience range from students to senior professionals in the food sector so have a varied understanding of food science and technology. Your presentation should reflect that and should not be overly commercial in nature.

1



Your logo displayed prominently on the event page and introduction slides

2



Your presenters talk on a topic which is relevant to your business whilst reflecting the values and interests of IFST members

3



An IFST representative will host and take questions on your behalf

4



Access to names and email addresses of event registrants

For more information contact our sales and marketing consultant: [tonylambert@alseabusinessmedia.co.uk](mailto:tonylambert@alseabusinessmedia.co.uk)