

WEBINAR OVERVIEW

Discovery Data Lead Generation Opportunity

Webinars enable your firm to be recognized as an industry thought-leader, increase awareness of your brand and products, and generate qualified leads. Advisor Perspectives offers a unique combination of marketing and production expertise to produce educational events to achieve your specific business goals. We offer two ways to produce a webinar, custom or sponsored:



CUSTOM

Designed to highlight your expertise, you present proprietary content, with Advisor Perspectives, CEO, Bob Huebscher, serving as moderator.

SPONSORED

A way to generate brand awareness and leads without the hassle of building your own hour long presentation. Have a pre-written webinar presented by a well-known industry thought leader.

As a webinar client, you'll enjoy the following benefits:

- A six-week production schedule including a kick-off-call, relevant distribution dates and a practice session.
- All marketing content, including promotional emails, custom banner ads, follow-up emails, will be created by our in-house team.
- Exposure to our full list of over 350,000 experienced financial advisors.
- Guaranteed a minimum of 500 registrations for Continuing Education (CE) qualified webinars
- Full facilitation of the CE process for your webinar and attendees with CFP®, CIMA®, CIPM®, CPWA®, CFA®, CIMC®, and RMA® designations.
- Real-time interaction with attendees via live polling, Q&A and follow-up online discussion.
- Assistance building a feedback survey for attendees during your webinar with results included in the reporting.
- Through our partnership with Discovery Data, the leading provider of comprehensive information on the industry including RIA firms, broker-dealers and advisors, we will provide a report on all registrants that can be matched in Discovery, including but not limited to:
 - Name, title and contact information
 - Firm and mailing address
 - Total assets under management
 - Central Registration Depository (CRD) numbers and license information
 - Average account size
 - Asset allocation
 - Other relevant information
- You will receive all lead generation and results within two business days after your event.

Cost: \$20,000 per webinar

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