

## Maximize Your Firm's Exposure and Lead Generation Potential

Increase awareness of your brand and generate more qualified advisor leads by partnering with *Advisor Perspectives* to host and promote your webinar to more than 330,000 financial advisors.

We offer two categories of webinars:



- **Custom webinar.** Designed to highlight your firm's expertise and products and services. Your firm presents the content, with *Advisor Perspectives* CEO Bob Huebscher serving as moderator.  
**Cost: \$15,000.**

- **Sponsored webinar.** Sponsor a pre-written webinar presented by a well-known industry thought leader. Past presenters have included Michael Kitces, Wade Pfau, Dan Solin and Beverly Flaxington.  
**Cost: \$10,000.**

As either a **Custom** or **Sponsored** webinar client, you'll enjoy the following benefits:

- Exceptional client service from our experienced webinar production and marketing team.
- We can create all webinar promotional content, including web site and e-Newsletter banner ads and e-Blasts reaching more than 330,000 financial advisors.
- You'll receive detailed registration data and contact information for every live attendee and replay viewer.
- We can facilitate granting of CE credits for attendees with CFP®, CIMC®, CIMA® and CPWA® designations.
- Real-time interaction with attendees via live polling and Q&A.
- Follow-up online discussion and Q&A available.\*
- Customizable registration questions to streamline lead qualification.
- Your logo appears in your webinar listing on our web site.
- Attendance can be limited to financial advisors.\*
- Promotion can begin up to a month in advance of your event.



### 2017 Webinar performance statistics (through 3/31/2017)



Each webinar averaged  
**424** total live and  
replay views



Live attendance  
rate: **67%**



Percentage of advisors  
who viewed more than  
one webinar: **20%**

\*These features are available for webinars that are presented and hosted by APViewpoint, *Advisor Perspectives'* 16,000-member secure online advisor learning community. Ask your Sales Director for details.

**To learn more about *Advisor Perspectives'* webinar services, contact your Regional Sales Director.**

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