



AID & INTERNATIONAL DEVELOPMENT FORUM

Stimulating global collaboration



Disaster Relief



Health & WASH



Technology & Data



Infrastructure



Humanitarian Logistics



Food Security

Position yourself as a thought leader
Build brand awareness
Generate direct leads



Webinar offering

Aid & International Development Forum (AIDF) audience consists of practitioners, decision-makers and senior professionals from governments, national and international NGOs, UN and intergovernmental agencies, donors, development banks, investors, media and the private sector.

AIDF webinars provide an efficient and cost effective way of generating high quality leads with demonstrable ROI whilst educating an engaged audience relevant to your product/service. Using online audio streaming and live Q&A, this digital platform enables you to communicate with prospective clients and provides engagement both online during the webinar and offline post event.

Sponsors Receive:

- ▶ Status "In association with..." or similar status
- ▶ Branding across emails and social media channels, as well as logo on slides used within the broadcast
- ▶ Pre Webinar Marketing campaign including dedicated email invitation
- ▶ Pre and Post event promotion through weekly newsletter
- ▶ Twitter handle inclusion in promotional tweets
- ▶ Webinar available for your own use
- ▶ Contacts details of webinar registrations and potential customers for effective follow up discussions
- ▶ Webinar archived on AIDForum.org for 1 year, which attracts on average **4,500** visitors monthly

AIDF will also provide and coordinate the set up and provide turnkey execution of the webinar. This includes format, structure, streaming services and registration process and data capture.



Value proposition

AIDF Key Assets include:

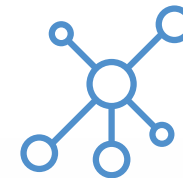
- ▶ AIDF has broadcast three webinars in 2017 and they've proven to be a popular platform for viewers with over **1,400** humanitarian and development professionals tuning in (see case studies)
- ▶ A strong core team for delivering a range of marketing campaigns
- ▶ Content creation and distribution with strong relationships in the humanitarian aid and development sector to enable market entry for clients
- ▶ Data intelligence & vast multimedia channels, including:



4,500 average sessions
per month on aidforum.org



60,000+ engaged monthly
newsletter subscribers



10,000+
social media followers

“The webinar was excellent and all the speakers provided invaluable advice and information with just the right amount content, pace and detail. I can also imagine that a significant amount of work went on behind the scenes to deliver such a well-organised webinar. Thanks again to all involved and please pass on my thanks to the speakers.”

Tim Flint, Head of Government,
Aid & Defence (UK & Europe), Damco UK Ltd



Webinar:

Advice & Trends in Emergency Procurement & Humanitarian Aid

Brian Corry, Acting Deputy Vice President, Contracts and Administration, **Millennium Challenge Corporation** offered first-hand insights and guidance on how to procure good and services during emergency scenarios.

Kenny Cheung, the **World Bank's** Chief of Procurement provided the audience with a brief overview of procurement for emergency and development projects.

Through a multi-channel marketing campaign carried out over a period of two weeks, AIDF delivered a successful webinar resulting in:

- ▶ **543** sales leads from **77** countries around the world
- ▶ **38%** attendance rate

Watch the webinar recording here:

www.youtube.com/watch?v=mvb28dfCTbc





Webinar:

Procurement Trends in Southeast Asia's Aid & Development Sector

Experts from key procurement divisions in Southeast Asia's aid and development sector offered first-hand insights and guidance, including:

- ▶ Niiara Abliamitova, Chief Procurement officer, **UN-ESCAP**
- ▶ George Gegelia, Regional Procurement Officer for Asia and Pacific, **World Food Programme**
- ▶ Jacqueline Enstone, Contracts Specialist, **UNICEF Bangkok**

Through a multi-channel marketing campaign carried out over a period of two weeks, AIDF delivered a successful webinar resulting in:

- ▶ **486** sales leads from **73** countries around the world
- ▶ **35%** attendance rate

Watch the webinar recording here:

www.youtube.com/watch?v=oqIfEvNTxMQ





Webinar:

Procurement Trends in Southeast Asia's Aid & Development Sector

Experts from key procurement divisions in Southeast Asia's aid and development sector offered first-hand insights and guidance, including:

- ▶ Faith Graham, Senior Contracts Officer, **World Bank**
- ▶ Trexyl Chua-Miranda, Strategic Procurement Advisor, Peace and Security Cluster, **UNOPS**
- ▶ Allan Deacon, Independent Consultant, Ambassador, **International Federation of Purchasing & Supply Management (IFPSM)**

Through a multi-channel marketing campaign carried out over a period of two weeks, AIDF delivered a successful webinar resulting in:

- ▶ **397** sales leads from **68** countries around the world
- ▶ **42%** attendance rate

Watch the webinar recording here:

www.youtube.com/watch?v=Q7fHbyq9oCc





Who we work with

Strategic Partners



Media & Institutional Partners



View our Vendor Directory [here](#)



Calendar of Upcoming Webinars

Proposed Title	Proposed Date
▶ Cracking the Last-Mile in Africa: Priorities to be solved for establishing a good logistical presence	Dec-17
▶ Joining Forces: How to combine 3rd party implementers to create and develop solutions	Jan-18
▶ Transforming humanitarian response: Cash-based programming and how humanitarian cash transfers have the potential to reshape aid	Mar-18
▶ Respect and Support: Investing in Women's Right to Health	Apr-18
▶ Go with the flow: How to influence and engage government in sanitation	May-18
▶ Confronting Drought in Africa: Opportunities for Enhancing Resilience	Jul-18



Webinar Package

- ▶ Using channels such as the AIDF website, bi-weekly newsletter and our extensive database of 60,000 aid and development professionals we will run a 4-6 weeks campaign to attract the webinar audience

- ▶ A landing page for registrations will be branded with your company's logo and active for a period of 4-6 weeks

- ▶ Lead generation of a minimum of 300 registrations and 150 attendees

- ▶ Topics to be decided and approved in conjunction with AIDF's event director to make sure we attract the right audience for you

- ▶ 1-2 expert speakers from the humanitarian and development community will join the webinar to insure quality content and maximum exposure

- ▶ AIDF will distribute the webinar recording to all registrants within 48 hours

- ▶ AIDF will publish the webinar on our YouTube channel and create dedicated page on aidforum.org for a period of 6 month to increase standing of the partner company

- ▶ Recording of the webinar will be shared with the client to be used as a content piece for their website and other marketing activities

- ▶ We will supply you with the full list of registrants*, including the individuals unable to attend on the day

Rate 1: \$6,000

*(*list of registrants will include name, job title and organisation as well as email & phone)*

Rate 2: \$9,000

*(*list of registrants will include name, job title and organisation as well as email & phone)*



Meet the AIDF Team



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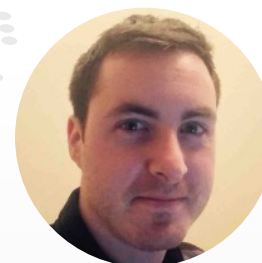
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