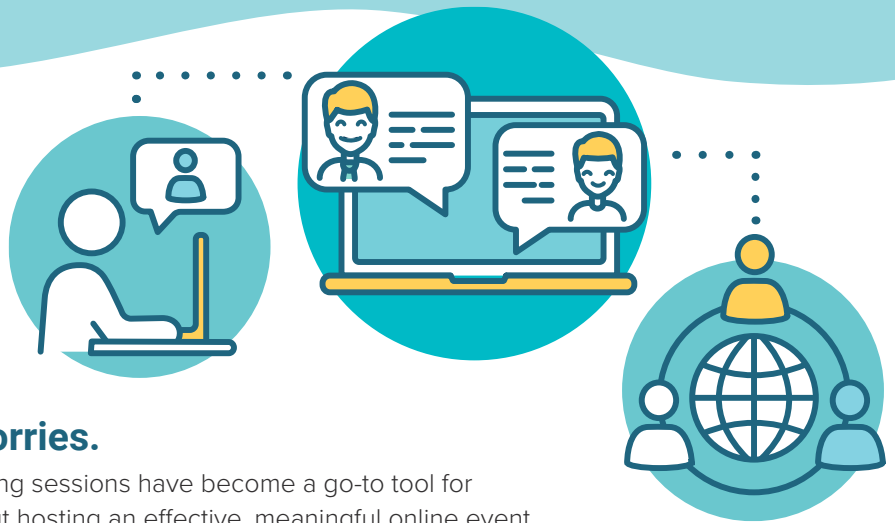


# Virtual Events Made Easy



## Your session. Our platform. No worries.

With face-to-face meetings off the table, virtual training sessions have become a go-to tool for manufacturers and marketers around the country. But hosting an effective, meaningful online event requires more than just a user name and a webcam. Why not lean on a partner with experience in virtual events and industry know-how to do the heavy lifting?

## Introducing WWD Lunch & Learn

Scranton Gillette Communications, the parent company of *Water and Wastes Digest*, has been hosting interactive digital events and educational programs for more than seven years. And now we're offering that same top-notch experience to our customers who need to host presentations or product demonstrations for target audiences.

Virtual Lunch & Learn sessions are capped at 100 registrations allowing marketing professionals or sales team members to connect with potential customers in a more intimate setting than a traditional webinar. The Lunch & Learn session length of 40 minutes including Q&A makes it ideal for lunch breaks.

It's simple and easy because we take care of the work behind the scenes – before, during and after your event.

## How does it work?

1. Identify the audience segment you would like to target
2. Establish an event date (at least 3 weeks in advance to allow for 2 full weeks of promotion)
3. WWD creates a registration page, including unique qualifier questions
4. WWD promotes your virtual Lunch & Learn session to our first-party verified audiences through multiple platforms
5. WWD processes and verifies registrations
6. WWD sets up a "Lunch & Learn Zoom Room"
7. Conduct a pre-meeting checklist to verify presentation, test technology, practice and review registration list
8. WWD launches the meeting, introduces the presenter and hands over the reins

Following the event, *Water and Wastes Digest* will provide you with a session recording and registration and attendance details.

**It's never been easier to stay connected with your key customers and prospects.**

Learn more about the possibilities of easy virtual events and meetings.

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