Thought Leadership Series

Host your EDMWebinar

Introducing EDMWebinar

- A new opportunity to co-host an EDM Council® Webinar, diving into various topics within enterprise data management and advanced technology
- Feature your firm's experiences, innovation and knowledge of key industry topics to a global audience
- Strengthen your brand awareness before decision-makers and influencers

Promote Your Innovative Topics
Demonstrate thought leadership before our global membership through an interactive online format. The webinar, lasting one hour or less, will be co-branded with your company's brand and the EDM Council. Present your thought leadership within a broad range of topics including:

- **Latest EDM breakthroughs** in data services, data governance, data quality, data cataloging, regulatory compliance and advanced analytics
- **EDM innovation** with knowledge graphs, AI, machine learning and natural language processing
- **Your innovative products, services and solutions**, use cases and/or client success stories

EDMWebinar Production & Distribution
Collaborate with experts at the EDM Council to fine-tune your topic, produce an expert online event and reach a wide but highly relevant audience. EDMWebinar development and marketing includes:

1. **Topic development** to ensure your message makes an impact
2. **Co-branding** with your brand and logo
3. **Co-hosted event** featuring YOUR content, fully produced on EDM Council's webinar platform, including an EDM Council subject matter expert to moderate the event and closing Q&A session
4. **EDM Council marketing promotion** across the global data management community of 10,000+ EDM Council members and guests, including:
   - Email invitations, confirmations and post-event follow-up
   - EDM Council website, homepage and events calendar
   - EDMConnect™ – the EDM Council online community, with thousands of active members
   - EDM Council social channels to include LinkedIn, Twitter, YouTube
   - Occasional events, such as Member Briefings or conferences
   - Online registration process, with shared list of registrants
   - Post-event hosting and promotion of webinar recording and answers captured during Q&A

5. **Your EDMWebinar Distribution**: Sponsor receives unlimited perpetual redistribution rights for their EDMWebinar recording, including:
   - Feature your EDMWebinar recording on your website
   - Distribute your EDMWebinar recording via email to customers and prospects
   - Distribute your EDMWebinar recording across your social channels (LinkedIn, Twitter, YouTube)
   - Promote at your own events and conferences

**EDMWebinar – Check Out Our Recent Work**

- Io-Tahoe sponsored webinar – Data Privacy, AI and what you need to know about Enterprise Data Catalogs
- MarkLogic sponsored webinar – Make Your Data Smarter with Semantics

**EDMWebinar Benefits**

- **Showcase your experience and industry knowledge on critical topics**
  As an independent, non-profit advocate for the industry, joint branding and production with the EDM Council supports the relevance of your message

- **Reach the global data management community**
  Optimize your brand on an unmatched platform with global promotion via all EDM Council distribution channels

- **Increase ROI by extending distribution to your customers and prospects**
  Reinforce your message on an ongoing basis and feature your EDMWebinar innovation through your email, website and social channels

- **Follow-up for more information and business opportunities**

**CONTACT**

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