

# FARBEUNDLACK

The FARBEUNDLACK portfolio includes trade publications, industry events, and unique services connecting the high-class community of experts in the German-language coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals. Unsurpassed in size and quality, our audience engagement opportunities represent a solid backbone and valuable foundation in achieving your individual communication goals.



[www.farbeundlack.de](http://www.farbeundlack.de)

## Webinar

Generate new business contacts! We provide a streamlined, custom-tailored webinar that does not require major effort or specialized equipment – your focus is presenting subject-matter expertise to the audience and we do the rest. Participants and speakers communicate live from wherever they may be, without added travel time and expense. We supply our organizational skills and our technical and market know-how in effectively presenting you to the appropriate industry segment.

Included services	
Prior to the webinar	Establishing the optimum date for your webinar in line with your requirements (please allow a minimum timespan of 4-6 weeks from placing your order to the webinar date) Promoting your webinar in the digital FARBEUNDLACK media, via social media and by e-direct-mailings to our audience Managing participant registration and providing user support List of all webinar registrations (max. 2 x before webinar date, i. e. 1 x after the first e-direct-mailing and 1 x one day before webinar date) Technical check (1 x) of the speaker's hard and software as well as thorough briefing to ensure a smooth live event (max. of 2 speakers)
During the webinar	Technical monitoring of your webinar and providing user support Moderation of your webinar (optimum length approx. 35 min) and Q&A session (max. additional 25 min) by a member of our editorial team Running your online survey of webinar participants Digital recording of your webinar
After the webinar	Mailing your letter of thanks (e-mail) to all webinar participants including a link to the recording as well as to your presentation List of all webinar participants (active/no-show) incl. e-mail addresses in line with our privacy policy allowing a third-party use of the provided data Results of the online survey of the webinar participants Digital recording of your webinar with unlimited publication rights
Rate	€ 6,900

*Rate subject to VAT where applicable.*

## Discounts

Series discount	%
2 webinars	-3
3 webinars	-5
5 webinars	-10
8 webinars	-15

*Discounts only apply to webinar orders within 12 months starting with the date of the first webinar.*

*Cancellation period for webinars: 8 weeks before webinar date.*

## ADVERTISING CONTACTS

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