

## WEBINARS

INTERACT WITH ENGAGED PROSPECTS WHO WANT TO SPEND AN HOUR WITH YOU

### Webinars

*Chemical Processing* offers three thought leading series focused on presenting solutions to identifiable problems, emerging technologies and key topics and initiatives that are relevant and important to chemical industry professionals. Each event is moderated by our Executive Digital Editor, who will engage industry experts in a 60 minute interactive format.... including a Q&A session with webinar attendees. We also offer the opportunity to conduct your own custom webinar moderated by our Executive Digital Editor.

**Best Practice Series** – Our perennial Combustible Dust Roundtables are back again for a 7th year in May and November. Our sponsors sit on a panel with Laura Moreno, Senior Engineer of the National Fire Protection Association, in order to increase awareness of the hazards and the available safeguards of fires and explosions within combustible solids processing and handling industries.

Our perennial State of Chemical Industry Webinar provides a mid-year update on the state of the chemical industry as presented by Martha Gilchrist Moore, Senior Director, Policy Analysis and Economics at the American Chemistry Council.

Our Pneumatic Conveying (February) and a Mixing (July) Roundtables are back as well. Our sponsors sit on a panel with Todd Smith, Business and Strategy Manager for the Bulk Solids Innovation Center, in order to educate our audience on the critical powder and bulk solids handling challenges and latest information to help our audience solve these issues.

**Process Safety Series** – Returning for a 6th consecutive year, our Process Safety Series, in partnership with the MKO Process Safety Center, provides critical information to our audience, in understanding the hazards and risks associated with operations and addressing best practices and covering the major areas within process safety to improve process safety performance

**Powder Series** – Returning for a 3rd consecutive year, our Powder Series, in partnership with the Bulk Solids Innovation Center, provides critical information to our audience with a better understanding of powder and solids handling properties and procedures that enhances productivity.

**Custom Webinar** - You also have the opportunity to conduct your own custom webinar, choosing your own topic that is relevant and important to chemical industry professionals. It's an excellent opportunity to interact with our audience and showcase your expertise and thought-leadership.

### 2022 Chemical Processing Webinar Series Schedule

Choose from one of our scheduled webinar topics below and/or we can discuss a custom webinar topic to add to the schedule

#### Best Practices Series

Combustible Dust Roundtable .....	May 11
Pneumatic Conveying Roundtable.....	February 24
State of the Chemical Industry .....	June 23
Mixing Roundtable.....	July 28
Combustible Dust Roundtable .....	November 2

#### Safety Series

Process Safety.....	March 31
Process Safety.....	September 29

#### Powder Series

Basics of Mechanical Conveying .....	April 28
Basics of Pneumatic Conveying Systems .....	October 27

**Pricing: \$9,500 net**

#### Helpful Resources

- [View a list of upcoming and on-demand webinars, click here](#)

[Click Here To Learn How to Enhance Your Program with Lead Nurture](#)

## WEBINARS (CONTINUED)

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### Chemical Processing Webinar Series

We've created a turnkey process that makes your webinar sponsorship as easy as possible working with our webinar management team. Our webinar campaign manager will work with you to coordinate all event details and deliverables, including setup, registration and promotion before and after the webinar.

In addition, you can expect these deliverables:

- 30-40 minutes of presentation time plus approximately 15 minutes of live interactive Q&A
- 100% share of voice with a captive audience
- Capability to poll the webinar audience
- Capability to allow attendees to download sponsor assets during and after the webinar
- Branding on pre-event, live and post event marketing... worth thousands of dollars on it's own
- Webinar will be archived in the ChemicalProcessing.com webinar library for 12 months
- Reporting portal access that includes attendee full contact information, information on what was downloaded, poll questions and exit survey results
- You'll have personal customer service with our Webinar Campaign Manager, who will coordinate all webinar details and deliverables with you
- Rights to post webinar on your website

### Webinar Performance

Webinars are the most effective lead generation solution we offer and provides a unique opportunity to interact with engaged prospects who are looking to solve their challenges and problems. Webinars are also excellent at identifying purchasers late in the buying process, as they are nearing a purchase decision. A survey of *Chemical Processing* webinar attendees and registrants show:

- 93.1% say webinars better equips and informs them on an upcoming purchase decision
- 83.9% downloaded a sponsor's asset while watching one of our webinars
- 60.9% forwarded a link to the CP webinar they just attended to someone else in their organization
- 93.7% say our webinars are informative/very informative
- 96.4% say the webinar content was valuable/very informative
- 95.9% would recommend a webinar they attended to a colleague
- 77.2% visit a sponsor website after viewing a *Chemical Processing* webinar
- 78.2% attend 3 or more webinars per year

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