



# AID & INTERNATIONAL DEVELOPMENT FORUM

## WEBINAR CASE STUDY

**Background:** The webinar on *Procurement Advice & Business Opportunities in the Aid & Development Sector* was held on 1<sup>st</sup> December 2016.

**Results:** 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 with 42% attendance rate.

**Turnkey Service:** AIDF provides bespoke client offerings and if you would like to get involved and achieve something similar, please contact us at [marketing@aidforum.org](mailto:marketing@aidforum.org) to discuss your requirements and goals.

### AIDF Key Assets include:

- A strong core team for delivering a range of marketing campaigns
- Content creation & distribution with strong relationships in the aid & development sector to enable market entry for clients
- Data intelligence & vast multimedia channels, including:
  - ✓ 4,500 average sessions per month on [aidforum.org](http://aidforum.org)
  - ✓ 60,000+ engaged monthly newsletter subscribers
  - ✓ 9,000+ 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*

View the webinar here: <http://www.aidforum.org/events/past-event/630>