

WEBINAR CASE STUDY



AID & INTERNATIONAL DEVELOPMENT FORUM

Background: The webinar on *Advice & Trends in Emergency Procurement and Humanitarian Aid* was held on 29th June 2017.

Results: Through a multi-channel marketing campaign carried out over a period of two weeks, AIDF delivered a successful webinar resulting in 692 sales leads from 77 countries around the world with 30% 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 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
 - ✓ **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: aidforum.org/webinar