Lead Generation: Sponsored APA Webinars

73% of sales and marketing leaders say webinars are the best way to gather high-quality leads.¹ Sponsoring a webinar with APA is a great way to generate lead-to-business conversions and drive new business.

The Process:

1. Sponsoring company suggests the webinar topic and description; APA reviews the topic and description to ensure relevancy in the world, to our members, and how it’s represented across the organization. The topic must be educational in nature and not salesy or product focused.

2. In collaboration with APA, the sponsor identifies and secures subject matter expert speakers and develops the webinar content. APA then vets the speakers and content to ensure validity and relevancy. Alternatively, companies can choose to sponsor an APA produced webinar, where APA develops the topic/content and secures speakers.

3. APA promotes the webinar starting one month prior to the event through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.). Sponsoring company is also expected to promote the sponsored webinar to their client base.

4. After the live webinar, the recording is sent to all registrants. It will also be hosted in the Membership section of APA.org for one full year.

You Receive:

1. Thought leadership recognition in the field of psychology.

2. Visual recognition as the webinar sponsor throughout the deck as well as verbally at the beginning and end of webinar.

3. Recognition as the webinar sponsor in all registration materials and promotional marketing.

4. Guaranteed leads report of all registrant names and email addresses of those who opt-in from the live webinar and recording.