

# CIWM Virtual Showcase

**Boost your business with CIWM's new digital demonstrations and events**

**With face-to-face events and exhibitions currently on hold, finding new and innovative ways to showcase your products, services, innovations and expertise will help you to stand out in the crowd.**

## Meet your next customers, wherever they are

Are you struggling to reach your target audience? CIWM's new Digital Demonstrations provide an innovative end-to-end marketing solution that is easy to deploy and effective.

By tapping into our digital marketing channels, event hosting experience and extensive network of professionals, you can continue to raise your profile, build new relationships, drive sales and connect with potential customers across the UK and beyond.

Digital Demonstrations Webinars have a range of unique advantages which make them as effective as traditional exhibitions and events:

- They're easy to attend from anywhere in the world, giving you a valuable opportunity to vastly expand your reach
- There's no travel involved which simultaneously cuts costs and protects the environment
- The format is flexible and can be easily adapted to meet your specific needs and objectives
- They provide an interactive experience that allows you to connect with potential customers, all in one place and all at one time

## How does it work?

Getting started is easy. Simply talk to us about what you'd like to achieve and we'll work together to create a bespoke virtual experience for your target audience.

Once you've identified the format that best meets your needs, we'll work with you to develop the content, messaging and delivery of your event.

We'll support you by marketing the event to our network, scheduling a practice session to introduce you to the technology, and serving as the host (behind the scenes!) for the live event.

It doesn't stop there. Afterwards, we'll support you with post-event communications, including the promotion of the event recording to help you reach even more potential customers.

## What is a CIWM Virtual Showcase?

Centred around a live online event, our virtual showcases enable you to present your products and services, interact with your customers and share valuable insight and expertise.

With three highly flexible solutions on offer, you can build a bespoke event that is specifically designed to meet your needs and achieve your objectives.

- **Digital demos**  
Present your products and services to a captive audience of key decision makers from across the resources and waste sector
- **Company profiles**  
Lift the curtain on your organisation by sharing insights into your values, details of upcoming innovations, or a look behind the scenes of your business facilities
- **Content webinars**  
Share valuable insight and expertise through a topical webinar designed around knowledge and information

Our virtual showcases can be dedicated solely to your organisation or delivered in partnership with complimentary businesses.

**Events might be on hold, but your marketing doesn't have to be.**

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### CIWM Virtual Showcase:

By creating a comprehensive multi-channel marketing campaign dedicated to your webinar, which is hosted and managed by CIWM, we'll help you reach the movers and shakers across the industry – before, during and beyond.

We'll promote your 30-60 minute webinar, across a variety of targeted marketing channels, including:

- The CIWM member newsletter, reaching over 5,000 professionals across the sector
- The Circular newsletter, reaching 20,000 industry professionals
- The CIWM website, with 10,000 unique users per month
- The Circular Online website, with up to 35,000 unique users per month

We will provide you with copy and an image for you to promote the event on your social media channels and also record your event so that it can be shared afterwards, extending its longevity and further expanding your reach.

**£3,500 + VAT**

#### Enhance your event with a range of tailored add-ons

- Advertising in *Circular* magazine
- Training in effective digital presentations
- Video production
- Post-event research
- Design of marketing materials
- and more...

#### Need creative support for your campaign?

- Animated graphics
- Written content
- Creative marketing
- Videos
- Editing and more

Bespoke packages from just £850, contact [helen.coston@cpl.co.uk](mailto:helen.coston@cpl.co.uk) or call 01223 622974 for more information.

### CIWM Virtual Showcase + Gold Business Partnership:

We'll promote your event across a variety of targeted marketing channels, including:

- The CIWM member newsletter, reaching over 5,000 professionals across the sector
- The Circular newsletter, reaching 20,000 industry professionals
- The CIWM website, with 10,000 unique users per month
- The Circular Online website, with up to 35,000 unique users per month

With this comprehensive package, you'll also receive Business Partner benefits which include:

- Affiliated Organisation status including two individual Affiliate memberships (value £1,245)
- Receive 3 full page or 6 half page adverts in *Circular* magazine, plus discounts on further print advertising (value £4,470)
- A listing in up to 10 categories on CIWM's online directory (value £450)
- Advertise on Circular online leaderboard for two months (value £2,400)
- Run top banner for 8 weeks on Circular online newsletter (value £1,600)
- Save £110 on a table of 10 at the CIWM Gala Dinner (pay just £1440)
- Receive enhanced Business Partner discount rates when exhibiting and sponsoring CIWM events
- and many more company and individual benefits...

**£6,999 + VAT**

To find out more, please contact Ginny Hunter on 01604 823 346 or email [ginny.hunter@ciwm.co.uk](mailto:ginny.hunter@ciwm.co.uk)