

EMPLOYER BRANDING WEBINAR

Introduce IEEE Members to Your Company With an IEEE Job Site Employer Branding Webinar!

Employer Branding Webinars are a great way to communicate the key benefits of working for your company and inform them of the job opportunities within your organization.

Sponsorship Benefits:

- Interactivity among attendees during the Q & A Sessions.
- Exclusive webinar marketing e-mails to IEEE audience with your logo on Webinar, registration and lobby pages.
- Targeted audience – IEEE Job Site registered Job Seekers and IEEE Members.
- E-mail addresses provided of all attendees for follow-up and future direct marketing.
- Aggressive marketing through E-mail alerts, online advertising and reminders.
- Webinar archived and available for viewing on the IEEE Job Site for up to one year.
- Follow-up E-mail blast to IEEE Job Site registered Job Seekers who were unable to attend live event with instructions to view archived Webinar.



Sample: Microsoft Cloud Computing Webinar

KEY INFORMATION

Each Webinar is an hour in length: 40-45 minutes presentation and 15-20 minutes Q & A Session.

Sponsorship mention in The Institute Alert and the IEEE Job Site Career Alert to over 300,000 IEEE members.

Special E-mail promotions to over 60,000 registered job seekers from the IEEE Job Site.

...and more.

Build your brand and engage active job seekers!

For additional advertising information, please contact us at +1 212 705 8939 or via e-mail at employerjobsite@ieee.org.