



## HIMSS Industry Solution Webinars

Available exclusively to HIMSS Corporate Members

Educate the industry with your case studies while generating valuable sales leads. With HIMSS Industry Solutions Webinars, you create the content and bring one or more speakers while we do the rest: registration, marketing, event production and hosting.

### **Overview**

- All sessions are one hour. 45 minutes of presentation time plus 15 minutes for Q&A is recommended.
- Case study format is required. No hard sales pitch allowed.
- 200 registrants guaranteed.
- Average attendance rate: 30% or more
- Date reservations for event due a minimum of 60-90 days prior. Space is limited. First come, first served.

### **Project and marketing management**

- Dedicated project manager
- Kick off call to discuss content and process
- Timeline for materials and content delivery
- Campaign summary document to obtain goals, messaging and other expectations
- Creation of registration page
- Creation of promotional, reminder and follow up emails
- Promotion to HIMSS members, a highly qualified audience of influential healthcare IT and management systems professionals. Audience select determined based on content of event.
  - One customized email to HIMSS membership select with description and registration link
  - Up to two inclusions in HIMSS Webinar Digest e-newsletter with registration link
  - Event listing on HIMSS.org in Calendar of Events section
- Delivery of registration and attendee lists post-event. Opt-out requests must be honored.
- Thanks for attending/sorry we missed you emails

### **Technology and Event Management**

- Dedicated event manager
- Scheduled time for rehearsal, technology explanation
- Option to poll audience. Polling results will be supplied post-event.
- Day of event management
- Link to recorded version of live event (WMV file of the event available upon request)
- On-demand webinar archived on HIMSS.org under Topics & Tools for three months

### **Additional Benefits**

- HIMSS continuing education credit for CPHIMS recertification will be provided for attendees with CPHIMS credential
- Exhibitor Priority Points for Annual Conference – 4

### **Contact:**

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