Sponsored Webinars

Build your audience from a qualified technology community
About Sponsored Webinars

IEEE Computer Society members and customers attend our one-hour webinars to learn from subject-matter experts about the hottest topics. These sought after webinars deliver insightful perspectives into the most cutting-edge issues surrounding computing technology. Previous attendees have included CIOs/CTOs, VP/Directors, systems and software engineers, and computer scientists working at the top organizations. Learn about how sponsored webinars can fit into your integrated marketing campaigns.

97%+ past attendees said they would attend future webinars*

60%+ view the webinars for an average of 40 minutes*

87%+ past attendees said they were likely to refer a colleague to a recorded webinar*

*Percentages Taken from 2019 IEEE Computer Society Survey
Sponsored Webinar Packages

**Editorial Exclusive Webinar**
- Registration link with reporting system.
- Two dedicated email blasts.
- Three newsletter promotions.
- Promotion on computer.org.
- Webinar on demand for one year on www.computer.org.

**Custom Webinar**
- You provide the content, we offer a project manager, develop the audience, do the marketing and hosting, and provide a professional moderator to manage the discussion with the presenters.
- Registration link with reporting system.
- Two dedicated email blasts.
- Three newsletter promotions.
- Promotion on computer.org.
- Webinar on demand for one year on www.computer.org.

**Client-Prepared Webcast**
- Marketing only.
- One dedicated email blast.
- Three newsletter promotions.

**Optional Additional Features**
- MP4 file recording.
- Custom registration transcripts.
- Geo-targeting, custom fields.

Contact your sales rep for pricing.
Previous Webinar Topics Include:

- Continuous Verification and Validation of Critical Software
- How to Manage Open Source Risk Within Your Application Security Program
- The Year Ahead in Cybersecurity
- Open Source Exchange
- Top IT Automation Trends
- The State of the Cloud in the Enterprise
- Orchestrate Flow of Data Across Entire Big Data Pipeline
We promoted a webinar using the IEEE Computer Society for the first time and were very happy with the results. The quality of registrants was better than I expected, and the process was incredibly lightweight.

Matt Harp, Seapine Software Product Marketing Manager
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