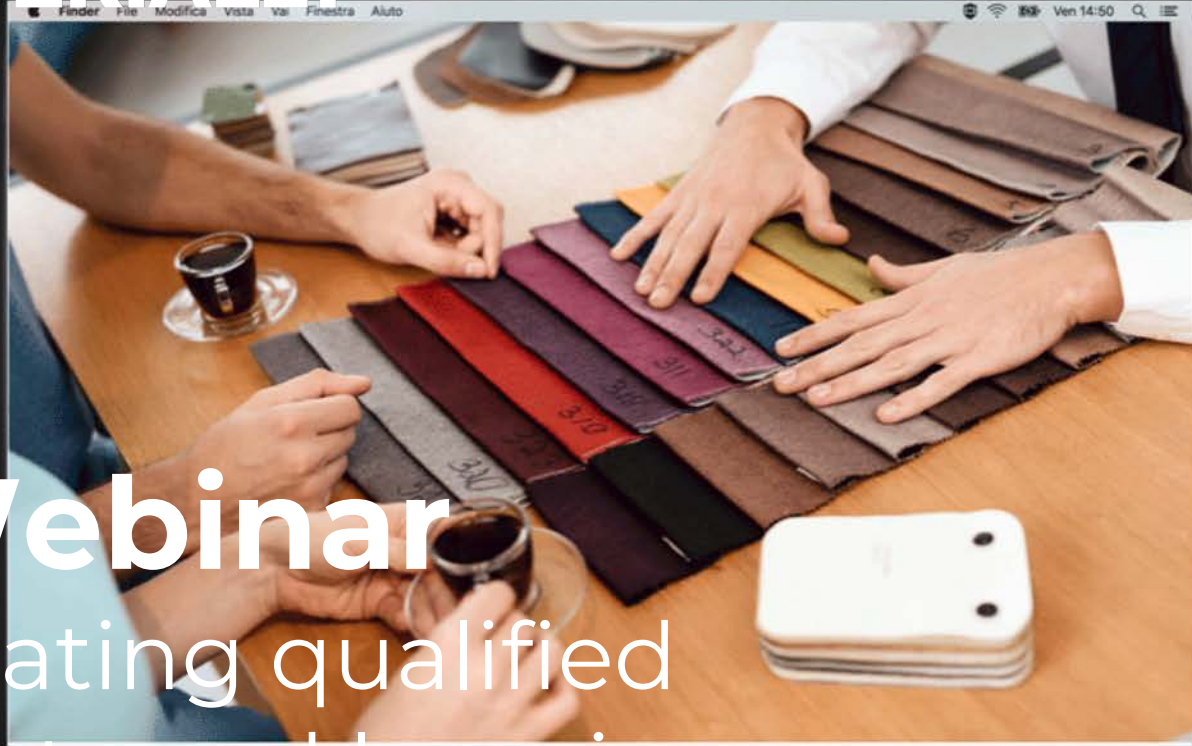




MATERIALLY



M Webinar

Generating qualified contacts and learning

M Webinar

the project

Materially organizes training and information **webinars** to create opportunities for **promotion and strategic visibility** for a professional audience.

The webinars are structured and studied with the intent to create new opportunities and start **new commercial relationships between material producers and potential users**, simultaneously contributing to the professional updating of operators in the production sector.



M Webinar

the format

Webinars are designed and constructed by identifying a **specific theme**. Each webinar includes the presence of multiple speaker companies, non-competitors, and an intervention on **innovative, circular and sustainable materials** held by our experts.



M Webinar

a dedicated platform

The **webinars** are held on a dedicated platform, to reach companies and professionals connected remotely.

Webinars with a relevant topic and a minimum duration of two hours will also give access to **training credits for architects.**



M Webinar

goals and benefits

- **Direct contact** with potential users interested in the solutions proposed in the context of the webinar theme;
- Direct **Q&A** moments between speaker companies and the public;
- **Contacts** of participants and subjects, even of those who registered but were unable to participate;
- Presence of the **company logo** on the program, sent to our mailing list.



M Webinar

how does it work

1

SELECTION OF THE THEME AND SPEAKER COMPANIES

Materially defines the topic and selects the panel of speaker companies, with a minimum of 3, not in competition with each other.

2

PROMOTION OF THE WEBINAR

Materially activates a promotional campaign for companies and professionals.

The communication of the webinar is activated in close synergy with the speaker companies.

3

WEBINAR

It is held on a dedicated platform.

The minimum duration of the webinar is 2 hours for obtaining training credits.

4

CONTACTS

At the end of the webinar, Materially transmits the names and contacts of the members (participants or not) to the webinar to the speaker companies.



M Webinar

participation fee

Membership to the initiative provides for a membership fee of **€ 300 + VAT.**

The price includes:

- Creation of the webinar, drafting of the program, communication activities;
- 50 coupons reserved for each company-speaker to invite its customers to participate for free;
- 30 minutes for the presentation of their innovative solutions;
- Contacts of members.



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