

## ➤ WEBINAR SERIES

Develop leads and promote your organization as a thought leader through AIN's webinar series. Webinars will be hosted by an AIN editorial staff member and the content will be created with direct input from the sponsor.

### SPONSOR DELIVERABLES

#### Single Sponsor of Each Webinar Will Receive:

- All leads, both registrants and attendees.
- Branding in all webinar promotions.
- Results and input into poll questions asked during the webinar.
- Panelist on the webinar (if applicable).

### POTENTIAL TOPICS

#### Aviation Apps

Single sponsor will get to review new/updated features of their app.

#### Upset Training

What are the benefits and who should be completing these courses?

#### FANS/CPDLC

Review the operational benefits of CPDLC.

#### Trip Planning

North Atlantic Track procedures

#### Cyber Security

Tips to secure the data of your passengers.

#### Workforce shortage

How to find and retain talent.

#### Engine Health Monitoring

Utilizing for minimal operational downtime.

#### Flight Data Monitoring

The benefits of setting up for your operation.

#### Maximizing Simulator Time

Getting the most out of your training

#### Panel Upgrade Planning

What should our operation expect?

### GUIDELINES & MATERIALS

- AIN will provide a host for the webinar.
- Panelist(s) name, title, headshot and contact info
- Webinars must include at least one non-sponsor panelist. This presenter can be chosen by the sponsor OR with help from AIN.
- Company logo, company overview and high-res image to use for promotions
- Optional: Poll question ideas (to be deployed during webinar).
- Optional: "Thank you" email copy, less than 200 words. We would suggest including a call to action.
- Optional: Seed questions to ask during Q&A session towards end of event

**Cost per webinar: \$12,000 net**