

# Partner with Beta Gamma Sigma



## BGS Advantage Webinar Series

### What is it?

- Our successful webinar series that features BGS partners as they provide career focused content to all BGS members.
  - This webinar series is free to all BGS members.
  - We allow partners to advertise any program or opportunities they would like during their presentation.
  - Attendance is between 200 – 400 members during a live broadcast.
- We prefer for the webinar to be live and interactive, however we will take prerecorded content into consideration at the discretion of BGS.
- If the partner is willing to allow us to share a recorded a version of the webinar it will be made available on our YouTube channel and on Career Central.

### Who watches our webinars?

- **Demographic information – based on follow up survey data.**
  - Average Career Level – Mid
  - Followed by Senior and Entry
- **Audience location – Worldwide**
  - High US participation
  - Followed by EU, Asia, and SA
- **Audience interests – Career Development**
  - Leadership
  - Effect Communication Strategies
  - Career Change
  - Transitioning from College to the Job Market

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## How does it work?

- **BGS will handle all the marketing for the event.**
  - Consult with our team before you start planning the presentation.
    - We will discuss dates, times, and answer any questions you have
  - Provide us with a presentation description, speaker bios, and headshots we will build a marketing campaign to reach our entire membership.
    - This includes emails, social, Career Central ads, custom landing page, and Zoom webinar creation.
    - Feel free to create a landing page or a tracking link for this presentation. All leads you generate from this webinar are yours to keep.

## Why join the webinar series

- It offers our partners a new way to connect with our membership and one that focuses on providing valuable insights that only your company or organization has.
- Leverage the momentum from the webinar to launch a program or gain interest on an existing opportunity.

**Become a Presenter in the BGS Advantage Webinar Series for \$500!**

Please reach out to [Matt Plodzien](#), Associate Director of Marketing & Partnerships for additional information or to schedule a discussion.