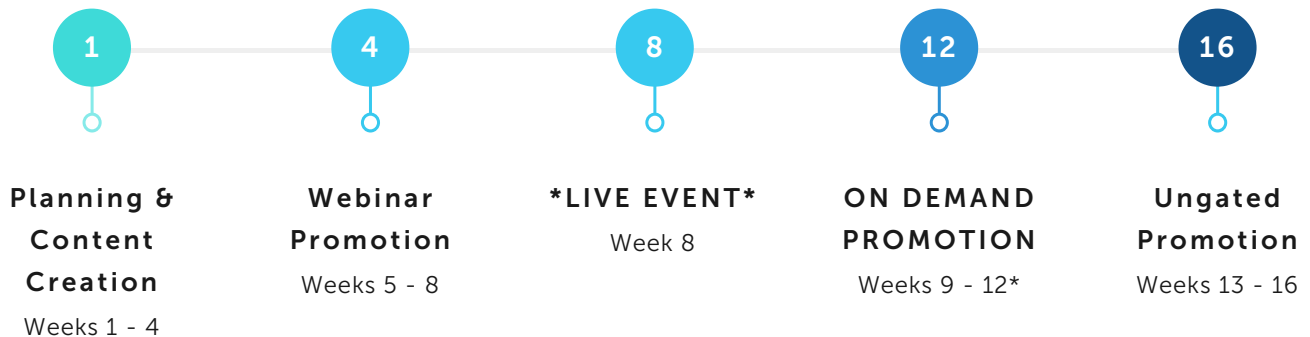


PROJECT TIMELINE - 16-WEEK CAMPAIGN



*This is a sample timeline, times can vary. We can host and keep your webinar gated for up to 12-months.

DELIVERABLES = FULLY MANAGED WEBINAR EVENT +

Planning & Content Creation

- Registration page
- Speaker on-boarding
- Q&A, polling & survey strategy
- Webinar video production

Webinar Promotion*

- Published pg. on relevant AZO site
- 3 x targeted emails
- 1 x newsletter sponsorship
- 3 x social media graphics & posts

On demand Promotion*

- 1 x on demand email to registrants
- 1 x targeted email (key learnings)
- 1 x social media posts
- 3 x social media snippet videos

Ungated Promotion

- Webinar on AZO YouTube Channel
- Video embedded on landing pg.
- Final webinar report**

*Additional promotion options include:

- Webinar Promotion: Display advertisement on AZO site
- Transcript (various languages available), Q&A eBook/report & webinar video file with subtitles

**CSV files with email, registrant & event data will be shared at week 8 and 12 as well.

This 16-week campaign is intended as a guide. Different timeframes are available, subject to availability, to suit your requirements.