

Want to present a webinar? UIDP can host!

UIDP provides webinar services to both members and non-members who want to share information and ideas that are relevant to the academic and corporate sectors and other interested parties. Each webinar is customized/ tailored to meet the needs and goals of both the hosts and attendees. UIDP assists in the planning, publicizing, and execution of the live event. We offer both free (for members) and premium webinars that are designed to maximize attendance and bring increased value to all involved. If you are interested, please complete the [webinar proposal form](#) or please contact Abishai Kelkar, UIDP projects assistant (abishai@uidp.net) to answer your questions.

“I’ve led two webinars in partnership with UIDP. The UIDP team is great to work with, and their webinars allow me to share materials with a broad range of university and industry leaders. The feedback I’ve gotten has been helpful to me for refining my materials.” -- *Mark Kline, founder, The Solution-Infusion*

Benefits of Presenting a Webinar

- The best, most efficient way to connect quickly and safely with large groups of potential and key stakeholders and share vital information.
- Showcases your research center/research needs and promotes your programs to vetted audiences composed of top-tier universities, companies, government agencies, and other organizations.
- Promotes and invites discussion of your RFP, new product, research, or to disseminate information.
- Provides a valued resource to the U-I community and establishes you and your organization as a catalyst to fruitful U-I collaborations.
- Strengthens current partnerships, and
- Forges new collaborations.

Choose Your Webinar Service

UIDP webinars are typically held mid-week from 1 to 2 p.m. Eastern to best accommodate varying time zones. Presentations generally last between 30 to 40 minutes, allotting the remaining time for Q&A with the audience. UIDP is flexible in adjusting the time and date; however, please keep in mind that this may affect registration numbers and live attendance. Our webinar offerings are detailed below.

	Free UIDP Member Webinar	Premium UIDP Webinar Member: \$1,500 Non-Member: \$4,000
Presentation Format	UIDP will host the webinar, which will include a moderated audience question-and-answer session. You also receive a slide template to develop materials.	UIDP will host the webinar, which will include a moderated audience question-and-answer session. You also receive: <ul style="list-style-type: none"> • A slide template to develop materials; and • Assistance in creating presentation graphics.
Coaching	UIDP can schedule and moderate a practice webinar 3 to 5 days before the live date, if requested.	UIDP will provide a customized consultation to help you create a high-impact presentation. This includes: <ul style="list-style-type: none"> • Slide deck review one week prior to the webinar; and • Practice webinar 3 to 5 days before the webinar.

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Marketing	<p>Standard 2-week marketing period to include:</p> <ul style="list-style-type: none"> • 2 professionally developed emails to our proprietary targeted members; and • 2 social media posts to the UIDP accounts on Twitter, LinkedIn, and Facebook. 	<p>Premium marketing package over a month. This includes:</p> <ul style="list-style-type: none"> • Assistance in creating graphics for social media promotion; • We will generate targeted email lists for specific audiences; • 3 professionally developed emails to our proprietary targeted members; • 3 social media posts to the UIDP accounts on Twitter, LinkedIn and Facebook; and • UIDP marketing content for use by the organization for promotion to its own lists and channels.
Post-Webinar Recording and Contacts	<ul style="list-style-type: none"> • Organization will receive registration list, to include name and company (no email addresses). 	<ul style="list-style-type: none"> • UIDP will provide organization a copy of the recording to use for future promotional purposes; and • Organization will receive registration list, including name, company and email address. <p>UIDP will conduct a post-webinar survey and provide the results to the organization.</p>

Free member webinar services are recommended for organizations with dedicated, experienced resources to produce a successful webinar. For members who do not have dedicated professional presentation and communication resources, it is highly recommended you utilize UIDP’s premium services to make your presentation impactful, highly interactive, tailored, and customer centric.

Please contact Abishai Kelkar, UIDP projects associate (abishai@uidp.net) to answer your questions.

***Non-member webinars must be paid in full before planning and promotion.**

Why should UIDP produce your Premium Webinar?

We are a forum with global reach and impact. Our network includes a broad cross-section of industry sectors, organizations, and academic institutions, with many different functions, scopes, and areas of responsibility. Breadth is key to the outreach and success of your webinar, because it enables us to reach large, interested, and qualified audiences.

UIDP regularly offers webinars on topics of interest to our audience as part of our mission to strengthen university-industry partnerships. We have a proven track record, with 100+ webinars presented to interested, vetted audience.

We are an information exchange hub, so we expect participation and engagement. We are an organization of information gatherers and problem solvers. Working together, we share information to tackle the most challenging issues impacting U-I relations, through creative—and sometimes disruptive—problem-solving. We offer practical resources to help our members in the work they do.

Our outreach encompasses about 3,000 organizations and thousands of potentially interested professionals. UIDP webinars are a channel for members and non-members to showcase opportunities for partnership,

including new technologies, products, and funding opportunities.