SCM

WEBINAR WEDNESDAY

TALK RADIO FORMAT

- No webcams, focus on content
- Interactive with ongoing Q&A
- 60 minutes interactive webinar
- 30 minutes after-talk networking

Moderation by Martijn Lofvers

One of the Global Top 10 Supply Chain Influencers

Average of 300 leads generated per webinar

Decision makers as attendees

- High attentiveness
- 95% stays until the end

Claim your topic and reserve your slot now!

Dates highlighted in yellow have already been reserved

Dates & Topics 2021

13 Jan.	Cross-company Stock Optimization
20 Jan.	Blockchain in Supply Chain
27 Jan.	Multi Echelon Inventory Management
3 Feb.	Supply Chain Risk & Resilience
17 Feb.	End-to-End Supply Chain Visibility
24 Feb.	Demand Sensing at Henkel
3 Mar.	Connected Planning for Vaccination
10 Mar.	Gender Diversity in supply chain
17 Mar.	Demand Shaping & Price Optimization
24 Mar.	AI & Cognitive Automation
7 Apr.	From S&OP to IBP
14 Apr.	End-to-End Transport Management
21 Apr.	Portfolio Optimization
28 Apr.	Omni-channel WMS
12 May	Trade Compliance OR Risk & Resilience
19 May	Innovative supply chain platforms
26 May	Supply Chain Eco Systems
2 Jun.	Real-time Transport Visibility
9 Jun.	SCM IT Subway Map Europe 2021
16 Jun.	Supply Chain Resilience
23 Jun.	Concurrent planning & IBP
30 Jun.	Forecasting as a Service
1 Sep.	Cross-border E-fulfilment
8 Sep.	Sustainable & circular supply chains
15 Sep.	AI & Cognitive Automation
22 Sep.	Supply chain collaboration
29 Sep.	SCM Trend Compass 2021
6 Oct.	Real-time Transport Visibility
13 Oct.	S&OP Vendor Day Event
3 Nov.	Yard Management
17 Nov.	Digital supply chain twin
24 Nov.	Demand-Driven MRP (DDMRP)
1 Dec.	Top 28 Supply Chain Executives Europe
8 Dec.	Supply Chain Risk Management
15 Dec.	Talent Development

Dates and topics are flexible in agreement with Supply Chain Media

Your webinar, our expertise!

COVID-19 resulted in physical events being turned into digital events.
Many webinars are organized, and at the same time various platforms arise.

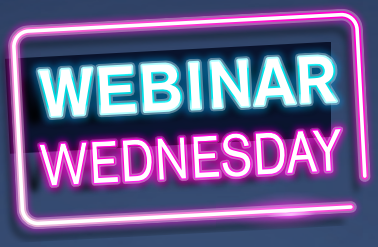
What makes SCM Webinar Wednesday successful?

1 Creating a registration page

8 weeks before the webinar – creating awareness
On the registration page there is practical information about the webinar. The time and date, a topic description and clear sign-up fields.

Promotion of the webinar 2

4 weeks before the webinar – creating interest
With display ads, dedicated e-mail announcement and a recommended LinkedIn post, you will reach over 30,000 Supply Chain Directors, Supply Chain managers, VPs and more decision makers in the retail, manufacturing and logistics industry.



3 The webinar

Showtime! – Creating desire
The format of SCM Webinar Wednesday is talk radio. No distraction from webcams, but fully focused on the content of high quality. The platform is interactive, where the audience engage with an ongoing Q&A and a 30 minute after-talk.

Re-marketing and follow-up 4

48 hours after the webinar – Creating (re-)action
Recordings of the webinar will be published in the YouTube channel of Supply Chain Movement. The slide deck will be available as a downloadable PDF. All registrants, attendees and downloaders of the slide deck will be shared. Your sales department will get all the warm leads for follow-up.

Webinar Packages

Bronze € 3,500

- ✔ Promotional display ad
- ✔ Dedicated e-mail announcement to 10,000 subscribers
- ✔ Recommended LinkedIn post > 28,000 members
- ✔ Mentioning in our online event calendar

Silver € 7,000

- ✔ **Bronze package**
- \+ Landing page created and hosted by Supply Chain Media
- \+ Recording on the YouTube channel
- \+ Slide deck as download

Gold € 12,000

- ✔ **Silver package**
- \+ Topic & Briefing
- \+ Banner in the e-newsletter
- \+ Dry-run
- \+ On-site moderation
- \+ Written article online

More information
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