



Webinar options for IMarEST SIGs

Definitions

Facilitated – Organised by the IMarEST Events Team and delivered using IMarEST TV. Includes event registration, webinar rehearsal, delivery, and moderated Q&A by the IMarEST Events Team. All attendees are issued with a CPD certificate and receive exclusive access to the webinar on demand for 1 month.

Sponsored – Same as “Facilitated” except the support from a sponsor (or group of sponsors) enables the non-member charge to be waived, ensuring the webinar has the widest possible reach and appeal. Sponsors also benefit from the recognition and association, and from lead generation from attendees that specifically opt-in to share their contact information with sponsors (fully GDPR compliant). Sponsorship to be arranged with the assistance of the IMarEST Events Team and fulfilled by Think Publishing Ltd, the IMarEST’s publisher of Marine Professional.

Primary Audience	Facilitated	Sponsored
Corresponding SIG members & global IMarEST membership	✓	✓
Public / Wider Audiences	✓	✓

IMarEST Events Team webinar support	Facilitated	Sponsored
Website listing on the IMarEST Events Calendar	✓	✓
1x promotional post via IMarEST social channels (Twitter, LinkedIn, Facebook, Instagram)	✓	✓
2x email invitations issued to IMarEST SIG membership 1-2x events email issued to the global IMarEST membership	✓	✓
Registration FREE to IMarEST members and associated members (if joint event)	✓	✓
Non-member admission (per ticket)	Free	N/A
Registration / ticketing set up & managed by IMarEST Events Team	✓	✓
Webinar delivery facilitated by the IMarEST Events Team (using and livestreamed to IMarEST TV via IMarEST Zoom) – includes support & guidance to all participants and a rehearsal briefing 30-min before going live	✓	✓
Live webinar Q&A facilitated by the IMarEST Events Team using Slido	✓	✓
IMarEST CPD certificate issued to all attendees post-event	✓	✓
Webinar available exclusively on-demand to attendees for 1 month after the event	✓	✓
Opt-in lead generation shared with participants / sponsors	N/A	✓

Content availability	Facilitated	Sponsored
On-demand from IMarEST members via IMarEST TV	✓ After 1 month	✓ After 1 month
On-demand for wider audiences via IMarEST YouTube Channel	If consent allows	✓ After 1 month

Please submit your webinar requests via the SIG/Branch Toolkit. You must be logged in and a Committee Member to access the webinar request form or contact events@imarest.org with any questions.