



SPOTLIGHT WEBINAR PROGRAMS

CONVERTING CONTENT TO CLIENTS

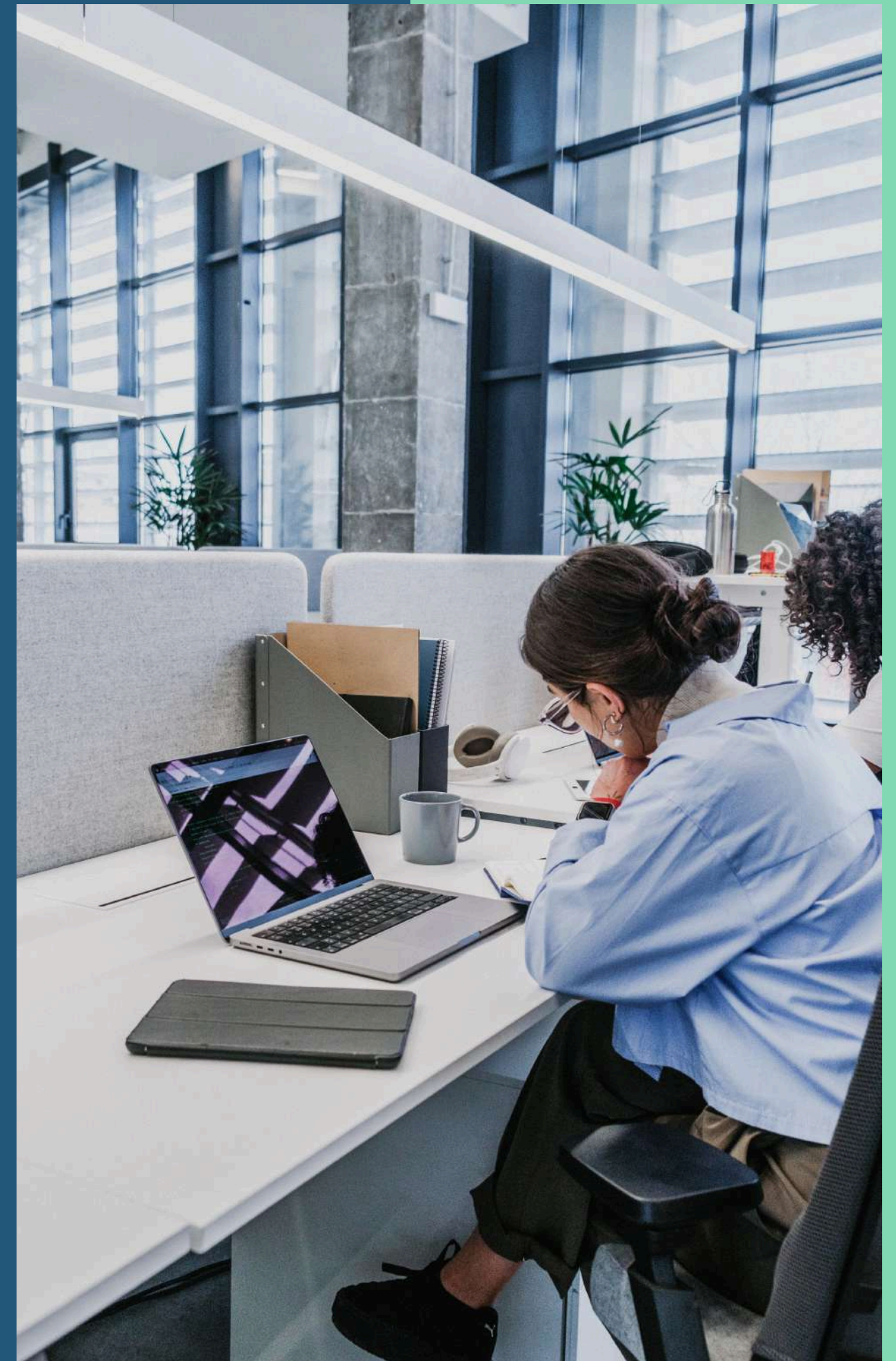


Better content. Better promotion. More qualified leads.



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INTRODUCTION

THE IMPORTANCE OF DYNAMIC MARKETING

For over five years, we have built a trusted community of more than 60,000 life sciences professionals globally. These members actively seek knowledge, compare solutions, and engage with content that helps them stay ahead in regulated environments.

Dynamic Content Marketing

Qualistery's audience actively explores a wide range of content to stay updated on life science developments. They utilize these insights to make informed decisions about suppliers. This high level of engagement gives sponsors a valuable opportunity to connect with a focused, expert audience ready to consider relevant solutions.



FILL YOUR CONTENT GAP WITH QUALISTERY

Qualistry helps life sciences companies establish trust, credibility, and strong connections with key decision-makers in the pharmaceutical industry. The multi-touch content strategy leads to greater brand recognition, client loyalty, and improved lead conversion.

By consistently sharing fresh content, insights, and value with your target audience, you gain a clear edge over competitors who struggle to maintain engagement.



Webinars



Articles



Spotlight Interviews



Podcast



Newsletters



Explainer videos



Vendor Listings



LinkedIn Content

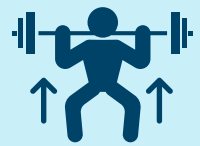
WEBINAR SERIES

The webinar series is crafted to help you consistently generate new leads year-round, regularly re-qualify your contacts, and reinforce mindshare with both current customers and potential clients.



YOUR BENEFITS

Qualistery is a trusted webinar producer in the life sciences space, which benefits our partners by positioning them as industry experts and leaders.



LEAVE IT TO US

Producing, hosting, and promoting a webinar that ensures high attendance requires a reputation, a significant amount of time, and expertise. We will take over the heavy lifting and ensure a smooth experience.



COMPREHENSIVE GUIDANCE

With our vast experience, industry knowledge, and research, we escort you throughout the entire webinar journey, from topic selection and title to text optimization.



OPTIMAL REACH

We target your specific audience through our vast database and apply targeted outreach strategies to expand your reach to an even broader pool of qualified prospects.



EXPERIENCED MODERATION

Our moderators have led dozens of webinars and ensure a memorable experience for the speakers and audience alike, while taking care of the technical aspects of the webinar.



ADVANCED ANALYTICS

We know that to reap the rewards of a webinar, you need swift access to webinar data and analytics. We will provide you with all the necessary files, including the registration list, chat logs, and Q&A logs, on the webinar day.

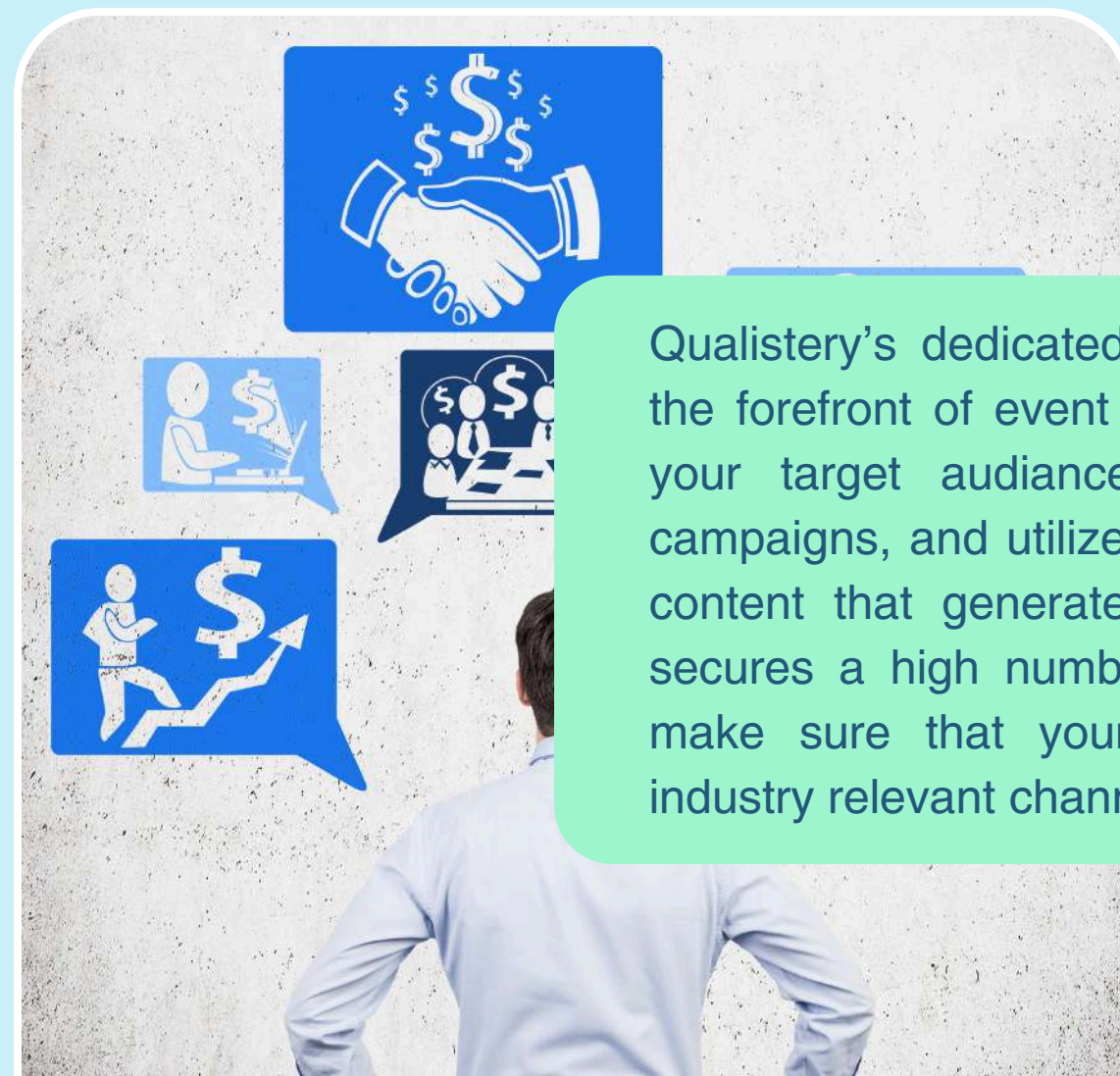


CONTENT REUSE

Webinars are a valuable content source that can be multiplied. We provide you with a polished webinar recording, a blog article based on the event, and a key-highlights PDF, which you can use to further promote your brand.

ELABORATE WEBINAR PROMOTION

Use Qualistery's proven webinar marketing expertise to expand your brand's reach and create webinars that do more than educate- they position your company as a trusted authority in the life sciences industry.



Qualistery's dedicated promotion team is always at the forefront of event promotion trends. We analyze your target audience, create unique promotional campaigns, and utilize Life Science experts to create content that generates interest in your topics and secures a high number of qualified registrants. We make sure that your brand resonates across all industry relevant channels.

Social Media

- Targeted content marketing
- Group posts on LinkedIn
- LinkedIn event and tagging
- Flyers and video invites



Email Campaigns

- Newsletters to 60K+ subscribers
- Automated elaborate drip campaigns



Direct Outreach

- Qualistery WhatsApp and Telegram groups
- Personal outreach on LinkedIn, email, and phone to qualified leads.



WEBINAR PLANNING AND EXECUTION PROCESS

We collaborate closely from the start to tailor your webinar for maximum impact. Months before launch, we refine your content and develop a targeted promotional plan to reach the right audience. A thorough rehearsal ensures a flawless live event experience. After the session, you receive detailed insights and support to extend the webinar’s reach- turning one event into ongoing engagement and lead opportunities.



What's Included With Each Webinar

BEFORE

- ✓ Planning meeting
- ✓ Planning meeting
- ✓ Copywriting support
- ✓ Co-branded landing page
- ✓ Webinar hosting platform
- ✓ Multi-channel promotion
- ✓ 150 leads guaranteed
- ✓ Technical rehearsal
- ✓ Webinar Moderation

AFTER

- ✓ Edited webinar recording
- ✓ Webinar analytics
- ✓ List of registrants
- ✓ Q&A and chat logs
- ✓ Certificates of Attendance
- ✓ Recap meeting
- ✓ Article based on webinar *
- ✓ Q&A PDF *
- ✓ Key takeaways PDF *

** Optional*



CASE STUDIES AND TESTIMONIALS

See how Qualistery's partnerships deliver measurable impact: concise case studies and genuine testimonials showcase the outcomes, lessons learned, and client experiences that demonstrate our ability to boost visibility, generate leads, and strengthen industry credibility.

Watch Testimonial



Taking risks: ICH Q9 (R1) Quality Risk Management

Presented by |
David Cronin & Charley Maxwell

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Your Journey to GxP Mastery Begins Now.



✓
1,292
Registrants

👤
576
Attendees

❓
78
Q&A questions

🌐
74
Countries

Watch Recording



INNOVATIONS IN FREEZER TECHNOLOGY THAT HELP PROTECT SAMPLE INTEGRITY

Presented by |
Sylvain Riendeau & Paul Sarrazin

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Your Journey to GxP Mastery Begins Now.



✓
459
Registrants

👤
193
Attendees

❓
64
Q&A questions

👥
48
Attendance rate (%)

Watch Recording



EUDAMED 2024 and Beyond: Preparing for the Future of Medical Device Oversight

Presented by |
Fabrizio Maniglio
Zillery A. Fortner

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Your Journey to GxP Mastery Begins Now.



✓
555
Registrants

👤
191
Attendees

🔗
467
Social clicks

🌐
140
New Site Visitors

WEBINAR PACKAGES

Customized Webinar Solutions to Elevate Your Life Science Brand and Drive Targeted Engagement Throughout the Year



1 Webinar

€7500
/ WEBINAR



4-Webinars Series

€6500
/ WEBINAR

10% DISCOUNT

MOST POPULAR

WEBINAR AUXILIARY SERVICES:

- | | | | |
|------------------------------|------|--------------------|------|
| • External Speaker | €500 | • Q&A PDF | €350 |
| • Second Webinar time-slot | €850 | • Key Takeaway PDF | €350 |
| • Webinar based Blog Article | €280 | • Highlight Clips | €80 |

ALLOW YOUR BRAND TO SKY-ROCKET



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