

# Webinar Sponsorship



"These webinars are a game-changer. They address real-life HR challenges and provide practical solutions. They're intelligent and professional and a cut above the majority of webinars I've seen."

**Senior HR Business Partner, Leading law practice**

# Webinar Sponsorship Benefits

Unlock a tailored sponsorship experience with our flexible benefits to maximise your brand exposure, engagement and return on investment.

**Our sponsorship package is designed to be flexible and scalable, making it ideal for both small and large organisations. [Get in touch to discuss!](#)**

## Basic Package

### *Pre-webinar*

#### **Email Campaign to Over 25,000 Subscribers**

Feature a 150-word message, logo, link and downloadable content in an email blast to boost your reach and engagement.

#### **Partner Branding Across Various Platforms**

Your branding will be prominently featured on our website, social media channels and reminder emails, increasing your visibility and brand recognition.

#### **Technical Rehearsal and Expert Review**

Ensure your production meets high standards with a technical rehearsal and expert feedback, guaranteeing a smooth and professional presentation.

### *On the day*

#### **Professional and Interactive Broadcast**

Participate in a Zoom and LinkedIn broadcast that includes a 15-minute sponsor session on a pre-agreed subject, allowing for dynamic interaction with the audience.

#### **Elite Expert Speaker Panel**

Join a prestigious panel of experts, engage in debates, conduct real-time research, and interact directly with HR professionals, establishing your thought leadership.

#### **Partner Branding on Slides and Handouts**

Your branding will be featured on event handouts and slides, with branded resources shared directly with the audience, reinforcing your message.

### *Post-webinar*

#### **Event Recording Distribution**

The recording will be shared with everyone that registered, available on our website and Vimeo, and included in correspondence, extending your reach and longevity.

## Add-Ons

### *Pre-webinar*

#### **One-to-One Consultation with Content and Marketing Experts**

Receive personalised advice to optimise your delivery method and achieve your marketing goals, enhancing your sponsorship's effectiveness.

### *On the day*

#### **Showcase Product or Service**

Lead a presentation or demo, share resources, research or white papers, or offer free samples/trials, showcasing your product/service to a targeted audience.

### *Post-webinar*

#### **Access to Detailed Analytics and Insights**

Gain privileged access to detailed event analytics and insights, including attendee information and engagement metrics, to refine future strategies.

# Why align with a BFI webinar?

## Key Metrics

Business  
History:  
**28 years**

Email  
Subscribers:  
**25,000**

Senior HR  
Professionals:  
**64.69%**

Av. Email  
Open Rate:  
**23.1%**

Av. Email  
Click Rate:  
**5.4%**

BFI, the specialist **HR Risk training and webinar experts**, is offering limited sponsorship packages for their weekly HR webinars.

These 45-minute live webinars, established during Covid, cover a range of current HR challenges and have become a go-to resource for HR professionals. Attracting between **150-1,000 HR professionals** weekly, the webinars offer an exclusive opportunity for sponsors to align with an endorsed brand and engage with the audience.

The benefits of partnering with BFI include **exposure, engagement**, and the opportunity to **showcase** products and services tailored to the live audience. We also provide professional support in planning and delivering the sponsored session. Working with us delivers **access to a 100% HR large-organisation practitioner audience**, expert event production, tech support, and promotion, as well as professionally moderated and engaging webinars.

All webinars are live, then recorded, edited and accessed by an extensive client base of HR professionals.

## Previous Webinars

(Click the links below to watch our previous webinars.)

[Conflict Management](#) >

[Immigration & RTW](#) >

[Bullying & Harassment](#) >

[Trade Unions](#) >

[IR35 2024](#) >

[Inclusive Recruitment](#) >

# Contact Us

If you would like to take advantage of this unique showcase opportunity and discuss your expertise, please contact us using the information provided below.



**Elizabeth Smith**

Research Director and  
Webinar Moderator

Elizabeth has researched and produced HR training across four continents for three decades. She researches and moderates our weekly webinars.

**“The webinars were an absolute lifeline during Covid, and continue to be. Thank you!”**

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**Guy Otty**

Founder and  
Managing Director

Guy has a background in HR and international recruitment and co-founded BFI in 1996. He is MD and also heads up sponsorship and marketing.

**“Guy went the extra mile to get as much value for our budget as possible, nothing was too much trouble.”**

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**Kate Hitchman**

Head of Webinar  
Sponsorship

Kate brings a wealth of experience with a degree in Events Management and work across numerous industries as a marketing expert.

**“I highly recommend Kate for her dedication, clear focus and communications skills.”**

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**Thank You**