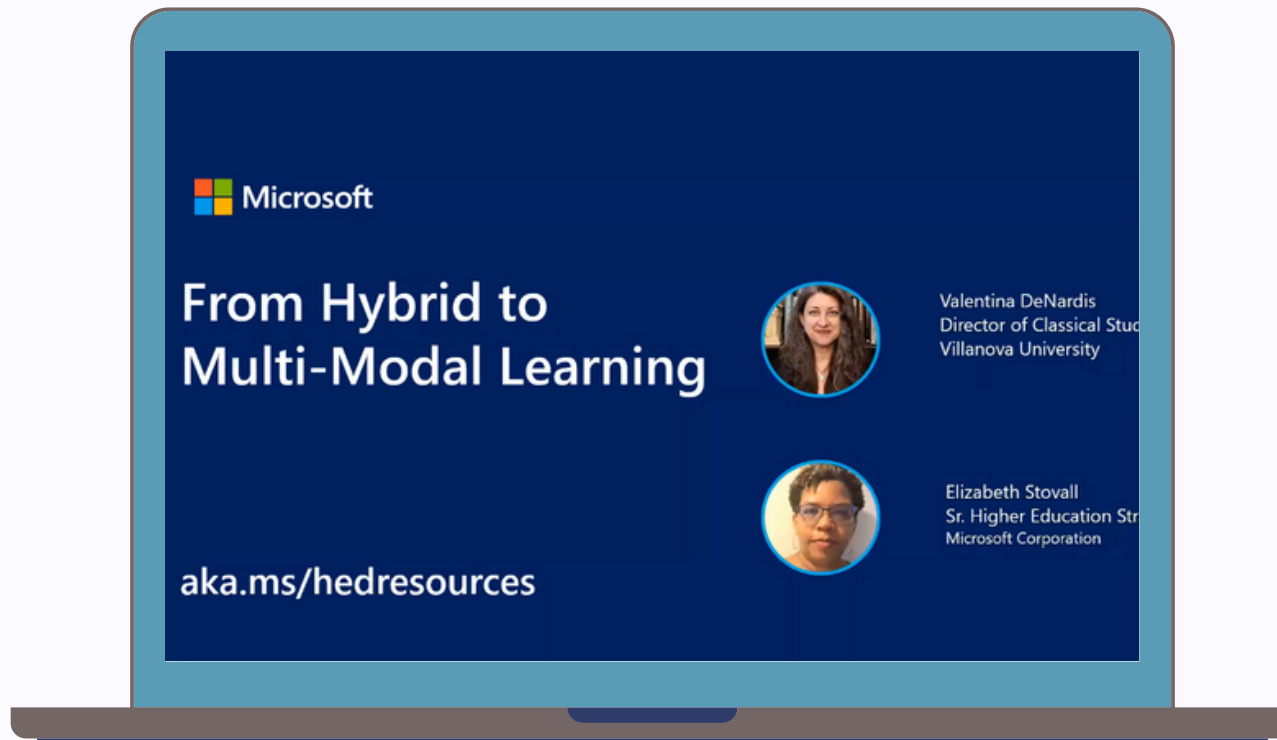


EDUCAUSE

Present Your Expertise to the Higher Education Community



EDUCAUSE Industry and Campus Webinars

2023 Sponsor Guide | Updated November 22, 2022

Meet EDUCAUSE

EDUCAUSE is a nonprofit association whose mission is to advance higher education through the use of information technology. We are a community of more than 100,000 individuals at member organizations from around the world, and have programs and services that benefit every level and interest area in higher education technology.



2,100+

Member Organizations



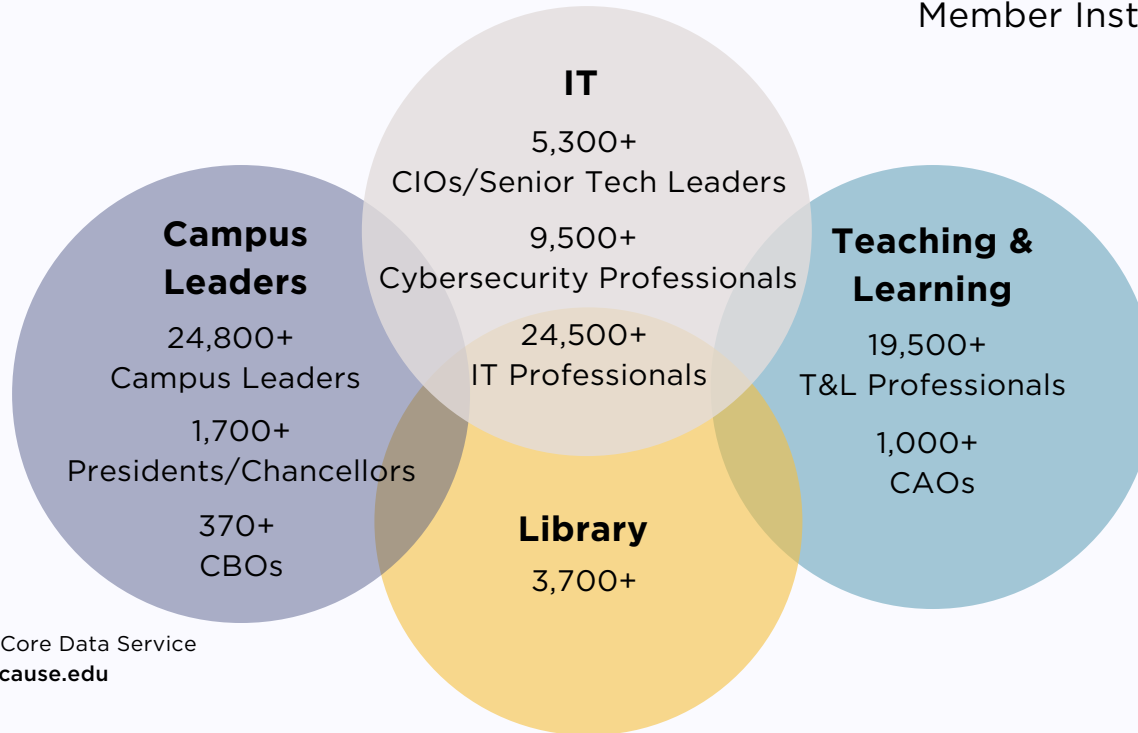
100,000+

Individual Members



\$9 Million

Median IT Spending Per
Member Institution*



*Source: 2021 EDUCAUSE Core Data Service
educause.edu | corp@educause.edu

Meet Industry and Campus Webinars

Industry and Campus Webinars are one-hour webinars conducted in partnership with a campus partner from a higher education institution in a diverse panel of up to three. Your company can use this opportunity to showcase your industry expertise and develop meaningful relationships with your target audience in higher education.



- ✓ ***Conduct a one-hour webinar on a topic that positions your company as a thought leader with a campus partner from a higher education institution in a diverse panel of up to three***
- ✓ ***Receive a recording of your webinar, participant evaluation results, and a transcript of comments in the chat***
- ✓ ***Receive a list of registrants who agree to share their information for your team to follow up****

**The registrant list will include name, title, organization, and email address of those who agree to share their information during registration, regardless of their attendance at the live event. The list may not represent total registrations.*

Extensive Marketing Reach

Industry and Campus Webinars are supported by a marketing plan to tens of thousands of higher education professionals across multiple channels, including:

- Dedicated pre-event email sent to 59,000+
- Relevant EDUCAUSE newsletters
- Multiple social media posts across the EDUCAUSE LinkedIn, Twitter, Instagram, and Facebook channels

"This was great professional exposure for me as well as an opportunity to idea-share with the community in a way I don't often get to do."

Webinar | Building an Infrastructure to Support a Digital Transformation

This webinar is a part of the EDUCAUSE Industry & Campus Solutions series.

True digital transformation (i.e., the fundamental optimization of secure data access and operational procedures leveraging innovative new digital solutions) is an evolutionary journey many institutions have begun and even more are planning. At the core of the demand for transformation is student success and a need to modernize institutional operating models. Success will ultimately require your institution's technology, culture, and workforce to modernize, collaborate, and adapt harmoniously across the phases of your Dx journey. IT can initiate an institution's Dx, but IT cannot achieve institution-wide Dx alone. In this webinar, representatives from Vantage Technology Consulting Group and Arcadia University will talk about some of those core technology areas, focusing on network modernization and lessons learned about how IT can lead Dx while bringing forward both the IT and institutional change required in culture and workforce to enable a successful digital transformation.



Outcomes

- Learn how to approach technology, culture, and workforce alignment to enable digital transformation
- Understand key network modernization goals that support Dx
- Hear lessons learned from those who have been through this journey
- Find out what a Dx roadmap can look like
- Discover how to be agile, knowing that innovation will be coming from unpredictable directions and times

Additional Resources

- [Modernize Your Network to Support Institutional Success](#)
- [The Vantage Vision for a Modernized Network](#)
- [4 Tips for Telling Better Stories with Your Data](#)

Presenters

 Jacqueline Pitter Senior Strategic Consultant, Vantage Technology Consulting Group	 Rashmi Radhakrishnan VP/Chief Information Officer, Arcadia University
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*Target numbers are subject to change.
Contact us for the latest details.*

Three Tips for a Successful Webinar

To maximize your investment, consider the following tips:

1 **Have a campus partner from a higher education institution and other non-sales subject matter experts present with you in a panel of up to three.**
And more importantly, let your co-presenters lead your webinar. Who better to help you build trust with your current or prospective clients than your customers?

2 **Prioritize diversity, equity, and inclusion when engaging your audience.**
Diversity, equity, and inclusion is a priority for EDUCAUSE and is very important to the community we serve. Presenters who uphold this practice commonly find better engagement with our community.

3 **Avoid using this time as a product demonstration.**
Instead, use the webinar to address hot topics and showcase your knowledge and expertise. Leave your product demos for those who are seeking this type of engagement from you.

15-33%
*Webinars that don't include a campus partner as a co-presenter or that have vague or inaccurate webinar titles and abstracts see a reduction in total registration of 15-33%.**

33-50%
*Webinars where the topic or scope of the conversation is misrepresented on the webinar's registration page see a drop off of 33-50% in live attendance before Q&A.**

**Findings from Industry and Campus Webinars conducted in 2019-2020.*

An Example from Your Peers

The Industry and Campus Webinar below received high satisfaction scores and saw a great return on investment. Some key things your peers did include:



Tuesday, September 24 | 1:00p.m. - 2:00p.m. ET | Online

Industry and Campus Webinar | The New World of Work and Implications for Higher Education

Hear how the new world of work is disrupting current higher education business models and how certain institutions are adapting in this time of change. Understand how jobs of the future will rely on lifelong learning, where faster and cheaper learning opportunities become a competitive advantage for employers and a new opportunity for institutions.

Outcomes

- Understand how the new world of work is impacting current higher education business models
- Learn how institutions are rethinking current higher education business models
- Understand how Workday is uniquely positioned to meet the demands of the new world of work

Speakers

 <p>Liz Dietz VP, Product Strategy, Workday Student, Workday</p>	 <p>Sean Gallagher Executive Director, Center for the Future of Higher Education & Talent Strategy, Northeastern University</p>
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- ✓ *Submitted all content on time and refrained from making any changes post-submission*
- ✓ *Had a campus presenter or non-sales subject matter expert lead their webinar or made them central to the content delivery*
- ✓ *Included a demographically diverse group to showcase a range of perspectives*

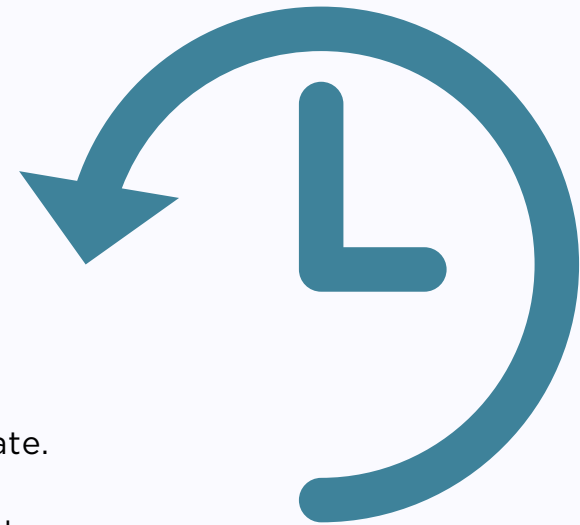
Deadlines and Next Steps

Ready to host an Industry and Campus Webinar?

Deadlines and next steps include:

- Purchase a webinar slot by contacting our corporate team at corp@educause.edu.
- Review the EDUCAUSE Industry and Campus Webinar Speaker Guidelines.
- Confirm your webinar topic. Your title, abstract, outcomes, and additional resources are due two months prior to your webinar date.
- Finalize your presenters and inform them that the session will be recorded. You may have a maximum of three presenters per event, and at least one presenter must be from a higher ed institution or must be a non-sales subject matter expert. Presenter bios, photos, and email addresses are due five weeks before your webinar date.
- Cross-promote your webinar.
- Participate in the pre-webinar technology check and training.
- Conduct your webinar.
- Receive the opted-in registrant list, webinar recording, and chat transcript.
- Evaluate your experience.

EDUCAUSE will set up a web page and registration and collect your content; provide a presenter walk-through and moderate the webinar; promote the series via email and social media channels; and archive your webinar recording in the EDUCAUSE Library.



EDUCAUSE

Ready to Present Your Expertise?

Our community is eager for your insights.

For more information and to secure a
webinar, contact our corporate team.

corp@educause.edu