SCTE Webinars

Interested in working with the SCTE on its 2021 webinar programme?

Connect with your customers and raise your profile with our new series of webinars!

What is the SCTE webinar series?

With our new virtual Zoom platform and lead generation tools giving you access to new contacts, our webinar series can be tailor-made to suit your needs. We will work with you to develop compelling topics for discussion over a series of weekly webinars, featuring speakers of your choice, streamed live to your targeted audience. We will provide you with a comprehensive multi-platform marketing plan direct to our own database of SCTE members and partners, as well as targeting your own customer database.

Our after-care service includes the opportunity to use the data generated from registrations and attendees after the event to generate leads and convert them into sales.

Who are our partners?

We work closely with a range of international partners, including trade associations and exhibition organisers – with access to thousands of the industry professionals and the decision-makers that you need to reach.

What does the service include?

- Details of your event will appear on our member email blasts, newsletters, our website and on all webinar documentation. We will exploit our social media presence across Twitter, LinkedIn, Instagram and Facebook using relevant hashtags throughout the campaign, as well as on the day, so that your topic and company are closely linked.

- We will create a Twitter storm prior to the event to drive traffic to the registration page.

- We will reach out to industry influencers and thought leaders to retweet and share content on your behalf and use a countdown facility one week out to create a buzz around the event.

- Editorial support – we will work with you to create the webinars using speakers of your choice and provide you with an experienced, informed moderator, an expert in their field. We will use our own industry expertise to curate a series of thought-provoking, original debates to drive traffic to your sites, raise awareness of the issues and present your company as the solution.

- We will list the speakers with headshots and bios online via eblasts, newsletters and on our website for two weeks before the event.

- We will provide a survey after the event to your attendees, offering entry into a prize draw.

How will it look?

- We can tailor the webinar to suit your needs and offer moderated panel discussions, keynote speeches, fireside chats and roundtables, depending on what you are trying to achieve.

- Our webinars can be customised to suit your branding and our website will carry webinar event banners linking directly to your website.

- After the event, the recorded discussions can be linked to your website via our YouTube channel with the facility to be reshared again and again.

What topics will we cover?

We aim initially to offer one webinar a month covering a variety of topics:

- 5G
- Fibre/FTTH
- DOCSIS
- R-PHY
- Internet of Things

- Basics of Cable Theory
- 10G
- IPTV
- Wireless/Wi-Fi

- DWDM
- EPON/GPON
- Network Maintenance
- Network Monitoring
- Virtualisation

- Automation
- Testing
- Extended Spectrum
- FDx
- Installation

However, if you wish to propose a topic that does not appear in this list, please don't hesitate to contact us.

How much is it?

For all of the above, we are offering individual webinars at just £4000 (€4440 or US$ 5380) + VAT. SCTE corporate members receive a discount of £500 (€555 or US$ 675).*

If your focus is on brand awareness, thought leadership or new sales generation, as a 75-year-old Learned Society, the SCTE is a trusted name in the broadband business and is key to reaching the targeted professionals who you need.