



TRAVEL WEBCAST

[web-cast] noun

: *webinars, evolved.*

Decades of experience have allowed our team to gather and analyze reams of data in order to develop a refined Travel Webcast product unlike anything in market today. While antiquated webinar models suffer from time management issues and user fatigue, Travel Webcasts by Baxter Media counter these concerns by integrating four distinct phases designed to retain all foundational promotional and presentation methods, while moving well beyond industry standards in terms of reach and engagement.

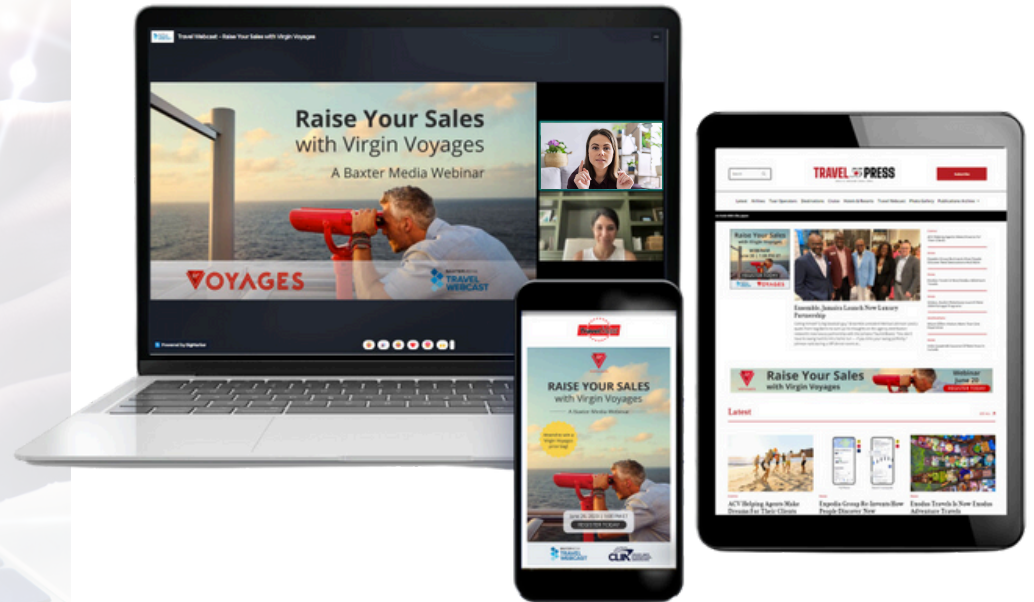
The **Discovery** phase facilitates the development of a custom webcast campaign, curated by you, and crafted by our team of experts.

Generating Buzz consists of layered, multi-platform promotions which place emphasis on targeted, cross generational dialogue, connecting a diverse array of travel industry professionals and consumers with your brand.

When it's time to **Go Live** we utilize a full content studio that allows us to simulcast to all major streaming providers, while providing a top tier, professional user experience.

Distribution of highlight reels, polls, audio-format podcasts and more preserve momentum and **Cultivate Engagement** following the live event.

Overview



4 PHASES

- 1 Discovery
- 2 Generating Buzz
- 3 Go Live
- 4 Cultivate Engagement

Phase 1: Discovery

Strategic Development

Turn your webinar goals into reality with our expert Travel Webcast team.

30-MINUTE DISCOVERY MEETING

- Social media engagement planning
- Vision & theme development
- Content-driven promotional strategy

All tailored to your needs.

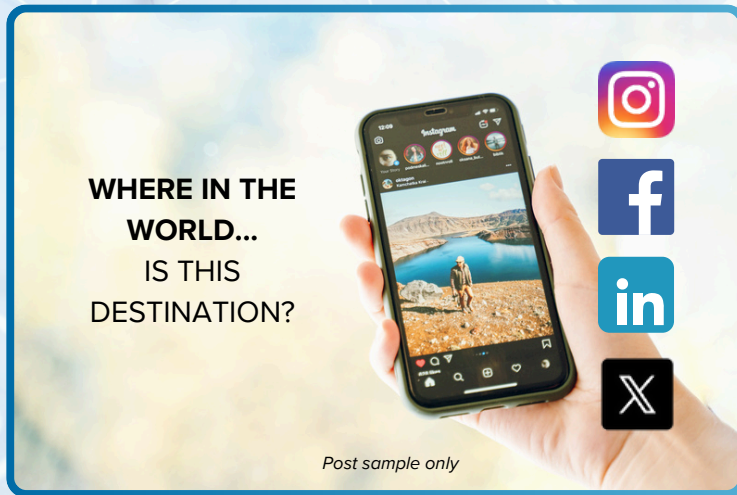
During the discovery phase, our webcast team will gain a deep understanding of your brand, goals, and target audience to help tailor your webcast content and promotional strategies to align with your specific needs. Recommendations will be provided to help maximize potential for engagement.



Discover your webcast potential



4 WEEKS OF PRE-WEBCAST PROMOTION



Maximize your pre-event audience engagement

Phase 2: Generate Buzz

Targeted webcast promotion via our trade media network

- Includes a robust campaign of Travel Webcast Roundup emails and dedicated TravelBlast emails
- Feature article in Travel Press Today newsletter
- Suite of banners across travelpress.com, travelcourier.ca, and Travel Press Today newsletters

Curated promotions across all social media platforms

- Engagement-driven polls, questions and topical quizzes
- Travel Webcast teaser videos
- Audience-submitted questions in video and text formats
- #TravelWebcastTakeover 🎉 – Our Facebook and X accounts will be dedicated to your brand and your webcast for one day

Phase 3: Go Live

Live broadcast up to 60 minutes

- ❖ Thematic, conversational back and forth with our professional moderator
- ❖ Multistream to major social media platforms while live
- ❖ Reach the audience you want with real-time engagement
- ❖ Moderated audience Q&A with pre-submitted and live questions
- ❖ Make use of interactive polls and quizzes, offer exclusive discounts, lead virtual walkthroughs, give live demos or workshops and more!

Your webcast is live streamed to YouTube, Facebook, LinkedIn and X to expand your reach.



POST-WEBCAST PROMOTION



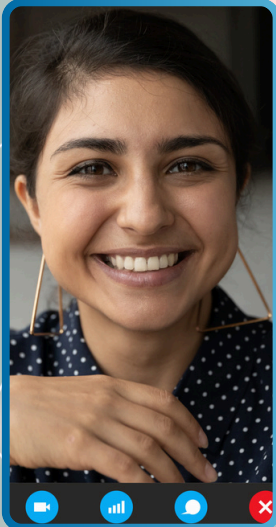
Highlight
videos



Listen anywhere
podcast



Continuous
engagement



Phase 4: Cultivate Engagement

- ❖ Full recording distributed via YouTube and in podcast format to all major podcast channels for listening at leisure
- ❖ Multiple curated short highlight reels shared via social media to build long-term engagement
- ❖ Ongoing promotion post-event via Travel Webcast Roundup email blasts to share the recording
- ❖ All analytics and attendee registration data shared with the client

Keep the momentum going

Rates + Reach

REACH Connect with the right audience at the right time.

Our Audience



Travel Advisors



Industry Partners



Decision Makers



62,000+

Distributions



31,000+ | TRAVEL PRESS

Unique visitors per month

14,000+ | TRAVEL COURIER

Unique visitors per month

19,000+ | Travel PRESS Today®

Subscribers

5,000+ | Social Media

Impressions*



131,000+ | Total Reach

**Estimated*

TRAVEL WEBCAST RATE

\$5,000 NET

CONTACT

 SALES@BAXTER.NET

Note: Travel Webcasts must be booked a minimum of 8 weeks in advance of the live broadcast date and dates are subject to availability.