

# 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.

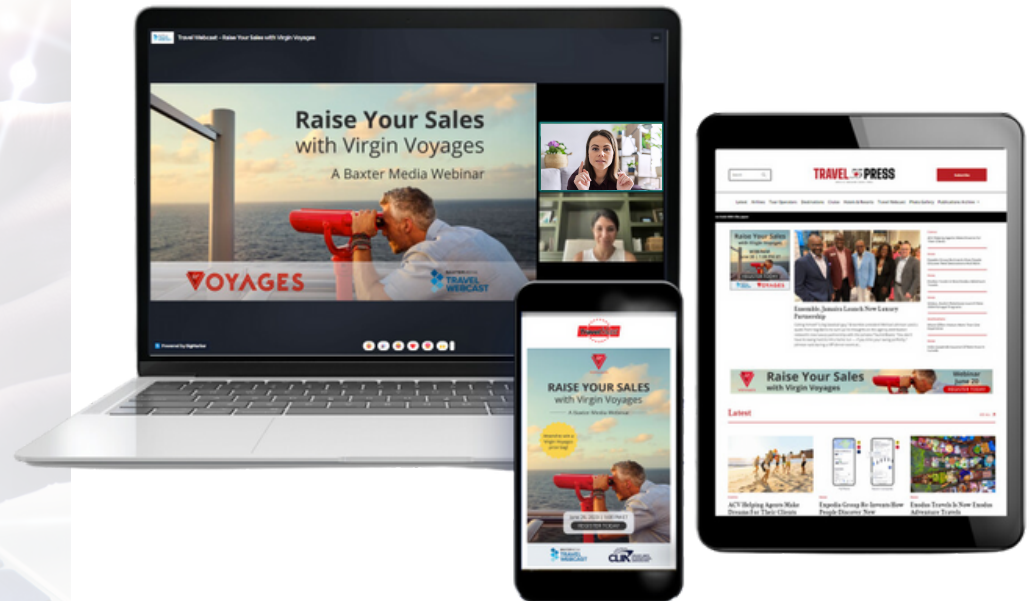
The **Discovery** phase facilitates the development of a custom webcast campaign, curated by you, and crafted by our team of experts.

**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 the 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

- 4x Webcast roundup TravelBlast emails
- 3x dedicated TravelBlast emails
- Suite of website banners across [travelpress.com](http://travelpress.com), [travelcourier.ca](http://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

# Phase 3: Go Live

**A single 40-60 minute, or two 20-30 minute live broadcasts**

- ❖ 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 questions
- ❖ Make use of interactive polls and quizzes, offer exclusive discounts, lead virtual walkthroughs, give live demos or workshops and more!

*Live stream your webcast to YouTube, Facebook, LinkedIn and more to expand your reach.*



## 4 WEEKS OF 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
  - Including 4x Webcast roundup TravelBlast emails to promote the recording
- ❖ Guaranteed impressions, including all analytics and attendee registration data shared with the client

***Keep the momentum going***

# Rates + Reach

## TRAVEL WEBCAST RATES

Travel Webcast

\$5,000 NET

## CONTACT

✉ [SALES@BAXTER.NET](mailto:SALES@BAXTER.NET)

## REACH



**55,000+**  
Views



**15,000+**  
Views

**TRAVEL PRESS**

**15,000+**  
Views

**TRAVEL COURIER**

**10,000+**  
Views

**Travel PRESS Today®**

**5,000+**  
Guaranteed impressions



**100,000+** | **Guaranteed Total Impressions**

*Note: Travel Webcasts must be booked a minimum of 8 weeks in advance of the live broadcast date.*