

Association for Talent Development

Client

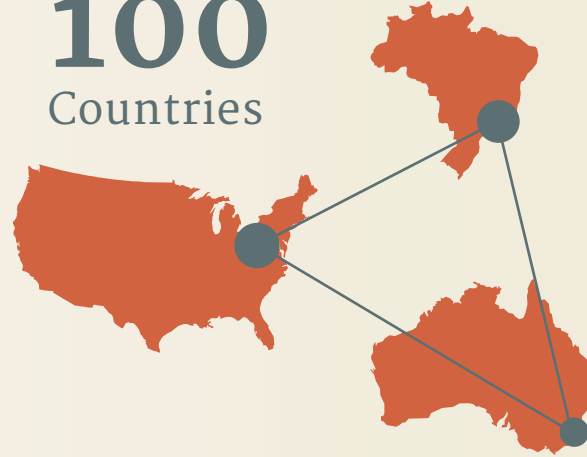


The world's largest professional association dedicated to the training and development field.

40,000
Members



100
Countries



Challenge

Existing webinar and buyers guide programs drained internal resources and lacked a customer to supplier connection. These trends affected both member interest and revenue potential.



9 Subject Matter Areas



9 Third-Party Media and Exhibit Sales Team

NETWORK MEDIA PARTNERS



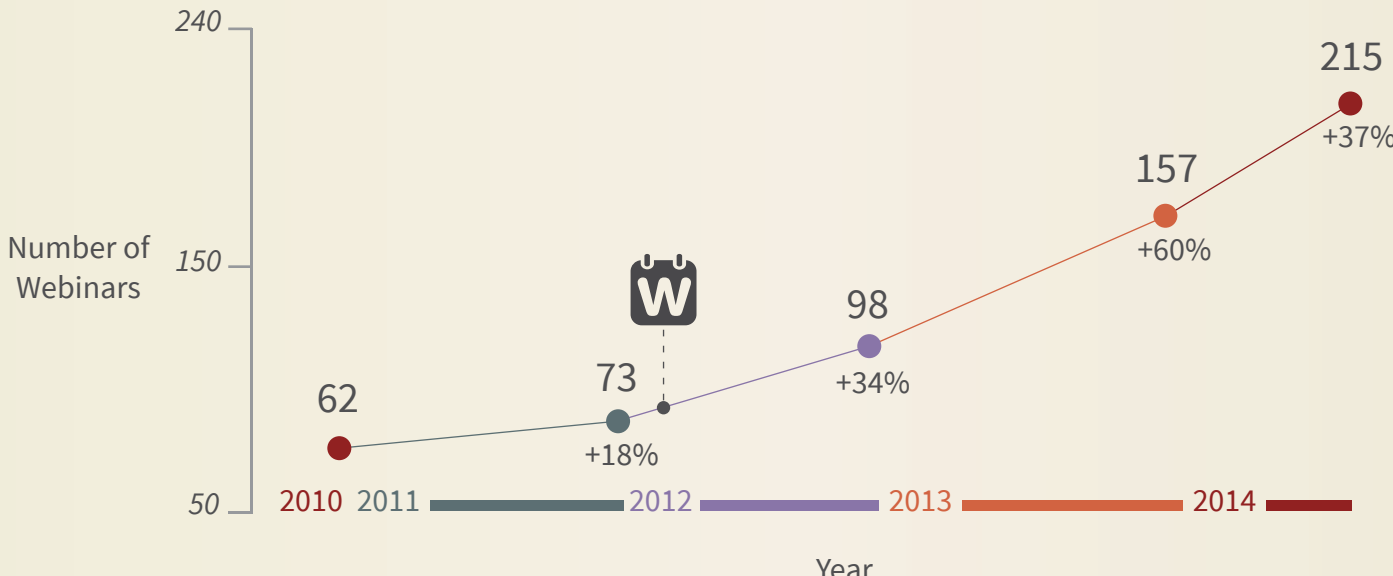
Solution

In January 2012, ATD implemented a Webvent Professional Content Network, incorporating both webinar and buyers guide modules.

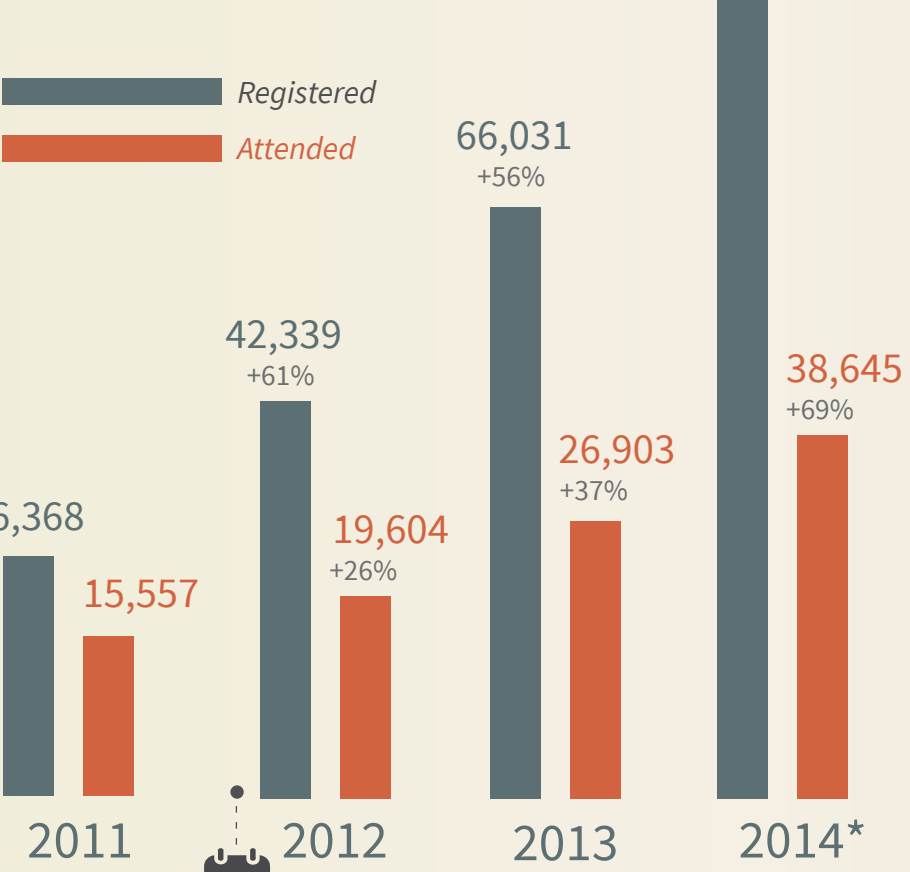


Results

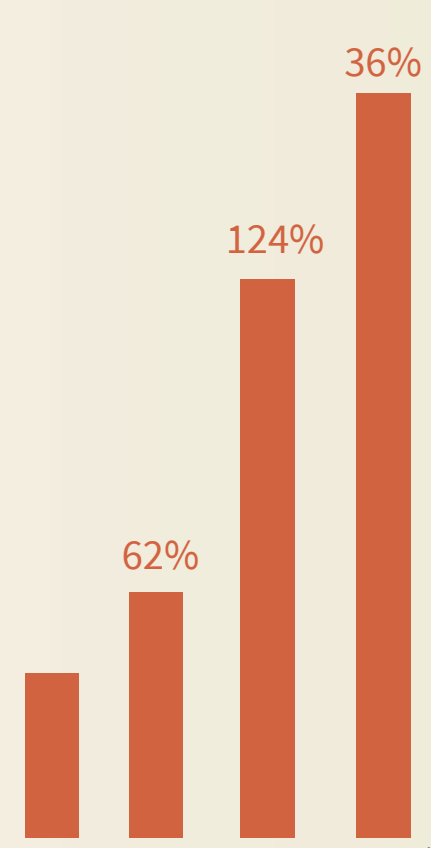
Increase in Webinars



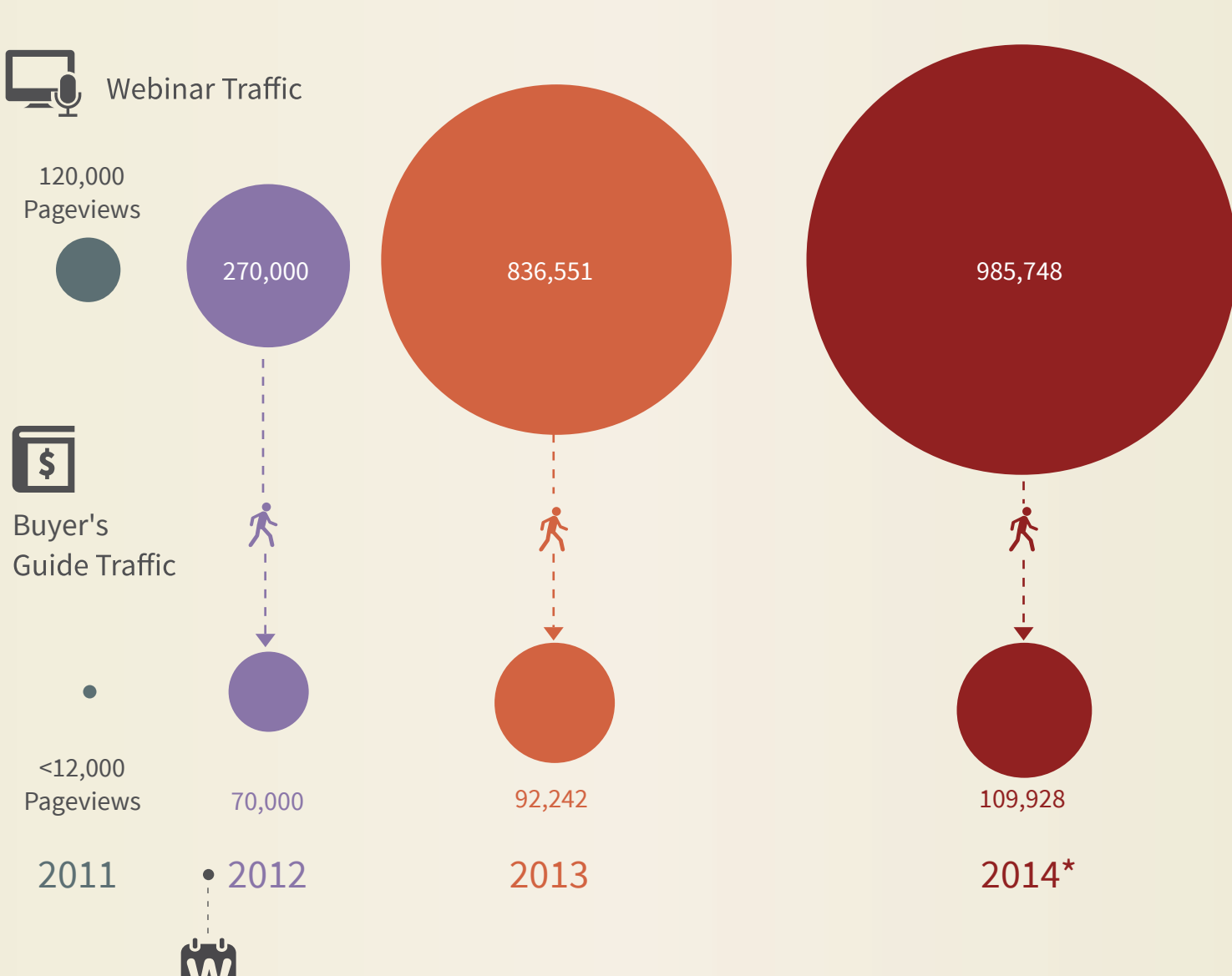
Increase in Registration and Attendance



Sponsorship Revenue Growth

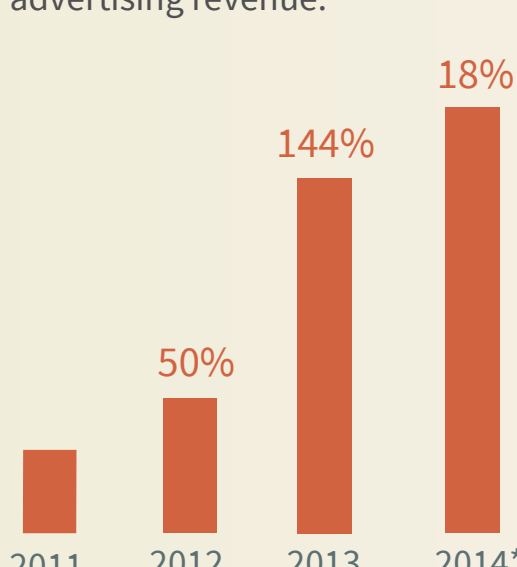


Webinar Audience Drives Buyers Guide Traffic



Buyers Guide Revenue Growth

Increased traffic and exposure in buyers guide leads to increased advertising revenue.



To ATD the real value is not just that we don't have to worry about producing the webcasts, it also drives traffic to our buyers guide and our store, which has become much more valuable for our sponsors and audiences



Brandon Finlen
Director of Marketing at ATD

* 2014 values estimated based on the first 7 months actual data.