

# CUSTOM MADE WEBINARS

## Why Begin Group?

- Over 20 years of industry experience
- Student recruitment solutions to over 800 institutions
- Partner agencies in 12 countries across the globe
- Flexible pricing and individual approach to every customer

## What is a webinar?

- Up to 1-hour web-based seminar with preliminary online promotion campaign
- Visual aids (presentation slides) to assist the speaker
- Q&A after the presentation

Online promotion campaign

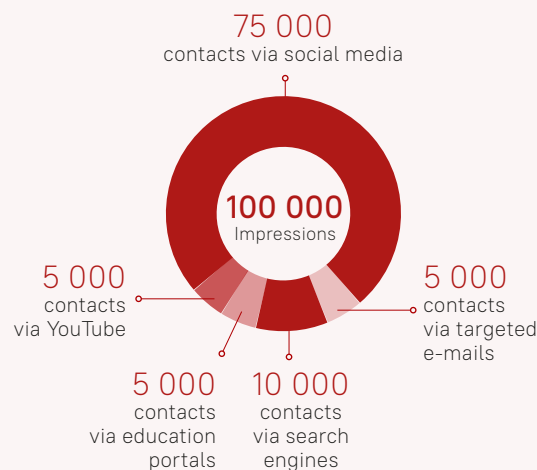
Webinar

Follow-up communication with viewers

Prospective students

## Targeting

- Age
- Country/City
- Program level
- Field of study
- Year of enrollment
- Personal interests



**1 300**  
viewers at webinar landing page

**200**  
registrations

**50**  
webinar participants

## Online marketing campaign

- Customised digital marketing campaign
- Cost-effective solution that generates leads and guarantees attendees
- Flexible budget to meet desired results

## Before the Webinar

- Create a short speaker's bio
- Provide an outline of the presentation
- Create strong visuals to support your presentation

## Webinar follow-up

- Receive contact lists of all registered viewers
- Recruit candidates directly or delegate to your agency

## Rates

- From EUR 2500 for 200 registrations
- Targeting based on:
  - country of origin
  - tuition fees
  - type of degree / field of study

Fill in the form to receive a custom offer:

[begingroup.com/en/on-line.html](http://begingroup.com/en/on-line.html)

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