

# Webinar @ CPRJ Live

## One-Stop Customized Solution



For B2B companies, attending conferences has always been one of the most effective methods for acquiring sales leads. However, traditional conference marketing faces several challenges due to regular epidemic prevention.

Meanwhile, video marketing continues to grow rapidly. Surveys shows that **96%** of users find video content helpful in making purchasing decisions\*. Therefore, webinar marketing – combining the advantage of conference and live stream, has become an important tool to generate leads more efficiently.

\*Source: JLB Media Productions & Emarketer

### Why Webinars

- Breaks geographical/time restrictions
- Pre-show webinar to attract more buyers
- Easy to participate

### Why CPRJ

- One-stop customized solution
- Selective database with detailed industry segmentation
- Multi-channel promotion metrics

### What For

- Acquire sales leads
- Launch a new product, technology or application before CHINAPLAS
- Improve interactions with audiences



### Hot Industries

Circular Packaging Converters  
Flexible Packaging, Films, Tubes  
Medical Devices & Healthcare

Automotive & Parts, NEV  
Recycling & Compounding  
3C Electronics, 5G

Home Appliances, Kitchenware  
Rubber Products

and more...

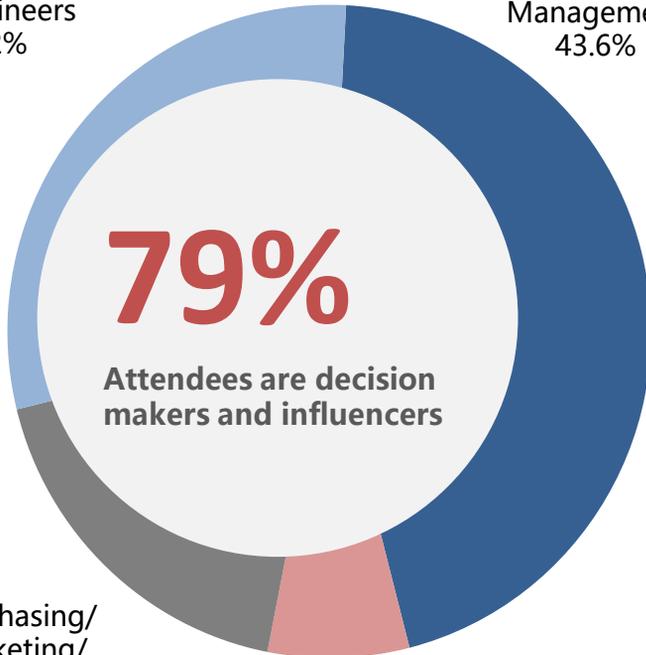
## Audience Profile

Chief Engineers/  
Engineers  
35.2%

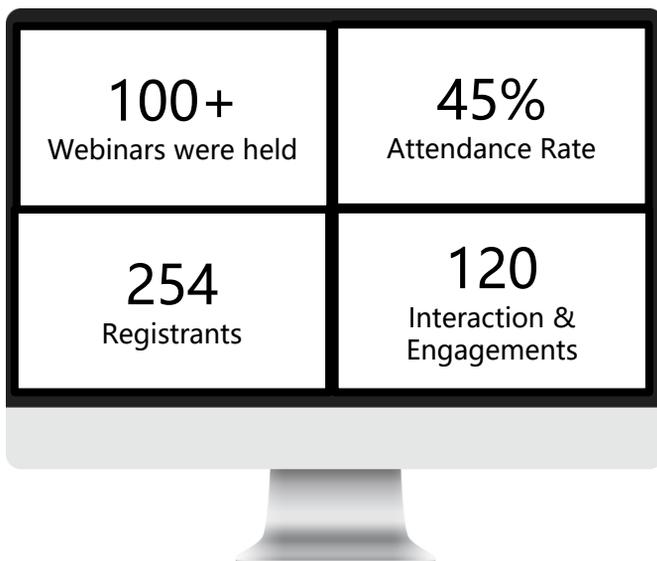
Senior Management/  
Management  
43.6%

Purchasing/  
Marketing/  
Sales etc.  
12.8%

Others  
8.4%



## Average per Webinar



Data from 2020 to Sep 2021

## Attendees From

Philips  
P&G  
MIDEA  
Hitachi  
Flex International Ltd  
Panasonic  
DAIKIN  
Huawei  
Meizu  
ASUS  
LG  
Nokia  
Apple  
ZTE  
Vivo  
Coolpad  
TCL  
Foxconn  
Xiaolajiao  
Xiaomi Inc.  
Nubia  
Lenovo  
Momentive  
Fitbit  
SAMSUNG  
BYD  
BAIC Group  
Dongfeng Motor  
Sika China  
IAC Group  
Changan Motors  
Food Union  
Amcors  
Nestle  
Coca Cola  
Mars China  
Mengniu  
Danone

...

# Attendees' Comments

"Very good. Hope to learn more technical solutions."  
- 3M

"Looking forward to more webinars like this."  
- DUPACK

"Suggest to host webinars on a regular basis."  
- VALEO



# Promotion Channels

## 1 www.AdsaleCPRJ.com

The screenshot shows the website's navigation menu, news articles, and a prominent 'Webinar' registration box. The box includes the title 'Sustainable solutions along the vehicle life cycle', a description, and a registration form with fields for 'Email address or Member ID' and 'Password', along with a 'Login' button.

## 2 WeChat Invitation

The WeChat message includes a title '直播预告 | ENGEL 针对循环经济的技术及其应用', a date 'CPRJ塑料橡胶 10月18日', and a list of hashtags: '#在线研讨会 19 #直播 20 #ENGEL 3 #循环经济 59 #注册 3'. The main text describes the webinar's focus on circular economy and recycling. Below the text are images of a yellow hard hat, a black plastic bucket, and a green recycling bin.

## 3 Email Invitation

The email invitation features a header with the webinar title and a 'Register for free' button. The body contains a detailed description of the webinar, a list of speakers with their photos and titles, and a 'Company profile' section for the host, CPRJ.

## 4 Weekly eNews

The newsletter features several articles with images and headlines, such as 'Electric Injection Molding Machine' and 'Foxconn debuts self-developed EV models'. A 'Webinar' section is highlighted with a blue box, showing the webinar title and a 'Customize your own Webinar' button.

## 5 WeChat Groups

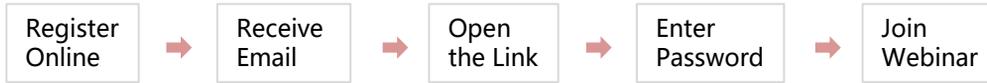
The group chat screenshot shows a message with a registration link: '【直播地址】: http://track.adsalecprj.com/webTV/27515/82aTn/rjor1f 报名即可免费参会。'. Below the message are images of the webinar presentation slides.

## 6 Weibo

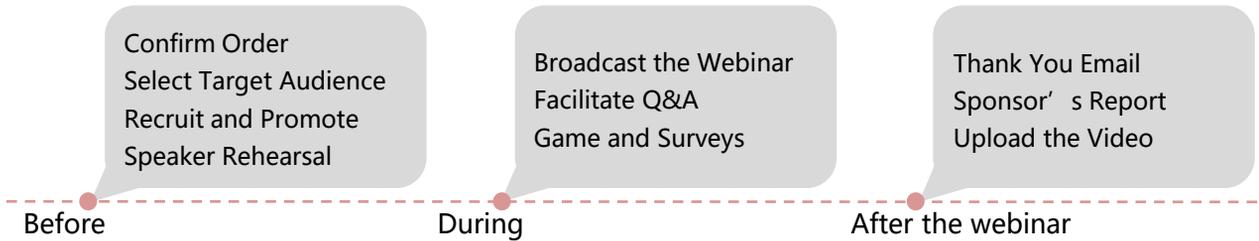
The Weibo post is from 'CPRJ中国塑料橡胶' and contains the text: '错过了月初那场燃爆朋友圈的车用塑料技术论坛? 不用担心, 现在福利来啦~~~ 雅式 CPRJ 携手禾大中国再续汽车塑料技术论坛热潮, 邀请众泰集团、佛吉亚行业大咖聚焦车用行业热点话题, 12月6日, 【创新材料与汽车内外饰】在线研讨会等你来! 🍷🍷'.

and more...

## How to participate a webinar



## Webinar Service Flow



## Our Clients



## Promotion Package

### Including:

- ✓ Audience invitation through : Customized emails | AdsaleCPRJ.com | CPRJ Weekly eNews  
CPRJ WeChat & Weibo official accounts and WeChat industry application groups
- ✓ Webinar: 60 minutes presentation including Q&A
- ✓ Email the video to all registrants
- ✓ Post-webinar data report
- ✓ On-demand video broadcasting for 12 months at AdsaleCPRJ.com

**Package Price: USD 9,660**

**For CPRJ Conference sponsors: USD 6,762**

\*Volume Discount: 2 Webinars – 5% OFF

3 or more Webinars – 10% OFF

Adsale Publishing Ltd (Adsale Group)

**ADSALE 雅式®**

Mr. Bourne Xu

+86-755 8824 0232      cprj@adsale.com.hk

Global Network: AdsaleCPRJ.com/GlobalNetwork

CPRJ Media Kit: AdsaleCPRJ.com/MediaKit



Scan for Previous Videos