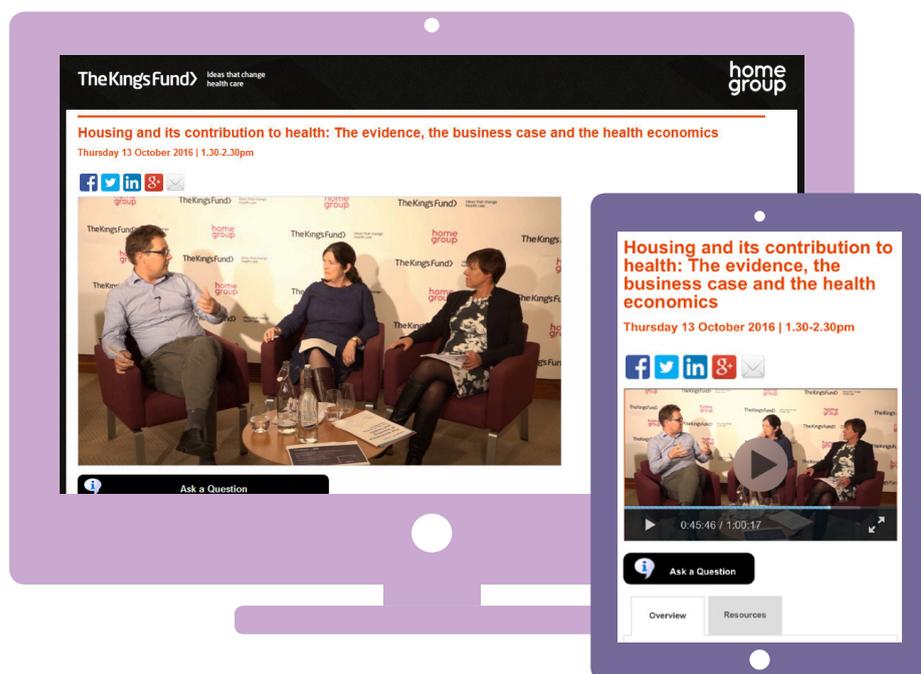


# Online events



## Run an online event with The King's Fund



Our online events are an effective way of communicating a message or a project to a large audience, at a time and in a format that is convenient to them. The events last one hour and are broadcast live following a six-to eight-week marketing campaign via our regular channels. They are then available to view 'on demand' which makes them ideal re-usable content.

These events take the format of a live video, usually filmed in a TV programme style using multiple cameras. The event usually follows the format of one or two presentations followed by a panel discussion with questions from the viewers. Viewers watch using their computer or more frequently their mobile device.

The King's Fund is uniquely placed as the leading independent health think tank to market to and engage with a large NHS or public sector audience, or with a wider audience.

### Why?

#### Average figures

- 800 registrations per event
- 375 people watching live
- 160 on-demand views following the event
- 40 per cent opt in to communications from sponsors

#### Average audience engagement figures

- 49 minutes of viewing time
- 80 questions submitted per event
- 80 per cent of viewers take part in the poll
- 30 per cent of viewers download resources

Contact **Chris Lazenby** for more information  
[c.lazenby@kingsfund.org.uk](mailto:c.lazenby@kingsfund.org.uk)  
020 7307 2490

---

## What's included?

- Exclusive sponsorship of the event and joint branding with The King's Fund
- A speaking slot for you to demonstrate your thought leadership
- Host resources on the platform, such as white papers or reports
- Contact details of registrants who have opted in to hear from sponsors
- A list of all registrants in advance of the live event and list of on-demand viewers afterwards
- Your branding on the registration page and event platform - logo and link to your website
- An on-demand link for the event made available 48-72 hours afterwards
- Your logo on pre-event marketing emails and event joining instructions email
- Your branding on all pre-event social media marketing activity

**Partnership package cost: £15,000 + VAT**

» Partnering with The King's Fund on these online events has given us excellent reach to an audience that is typically quite challenging to engage with and time poor. Over the course of two webinars we've reached over 1,000 people and, alongside the Fund, demonstrated some great case studies and had fantastic engagement from those watching. The events are also available in full online so we can re-use them again and again to educate and inform. «

**Robert Morrill**, Head of Public Affairs, Home Group

Contact **Chris Lazenby** for more information  
[c.lazenby@kingsfund.org.uk](mailto:c.lazenby@kingsfund.org.uk) | 020 7307 2490

