



# 2024 WEBINARS

Service Desk Institute: Inspiring the service desk & support community to be brilliant for 35 years

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ENGAGE. CONNECT. GROW.

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SERVICEDESKINSTITUTE.COM  
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# BESPOKE WEBINARS £4,000+VAT



Be the centre of attention amongst SDI's community with your very own webinar presented through SDI's BrightTALK channel! You choose the date, provide the presenter and the content or co-present with SDI. We do the rest. No competing with other brands for opt-ins or focus, your webinar will be bespoke to you and your goals. Suggest a topic that fits with a theme or product you're focusing on; base on a report, a customer case study or allow SDI to take the lead on content if you prefer us to provide a neutral speaker and theme. Make use of the recording after the webinar so it can live on your channels gathering views. We'll also share the recording on our community via our social media channels.

*Webcasts and video hosting on SDI's BrightTALK channel are also available to extend the reach of your pre-recorded content to our community. Please ask for prices.*



## KEY INFO\*

- AVERAGE REGISTRATIONS: 128
- AVERAGE ON DEMAND VIEWS: 48
- AVERAGE OPT IN RATE: 46
- RECOMMENDED DURATION: 40-50 MINUTES

\*based on 2023 sponsored webinars Jan-Sep




# BESPOKE WEBINARS

*Reminder* →

7 slots available  
12-weeks lead time  
Your choice of content, speaker & timezone

**JAN 24**


Webinar

 Your choice of topic & speaker

Sponsored

**MAR 07**


Webinar

 Your choice of topic & speaker

Sponsored

**MAY 16**


Webinar

 Your choice of topic & speaker

Sponsored

**JUN 19**


Webinar

 Your choice of topic & speaker

Sponsored

**JUL 25**


Webinar

 Your choice of topic & speaker

Sponsored

**OCT 17**


Webinar

 Your choice of topic & speaker

Sponsored

**NOV 28**

Webinar

 Your choice of topic & speaker

Sponsored

# THE RISE OF SDI'S BRIGHTTALK COMMUNITY

SDI's BrightTALK channel is fast delivering significant added value to our community of service desk and support team professionals, as well as to our media partners.

Introduced as a new benefit for media partners in 2023, webinar content remains on our channel for a full 12 months with an added GDPR tick box so you continue to gather opt in leads after live day and extend the reach and life of your content.

The growth of SDI's BrightTALK channel has been exponential and enabling you access to subscribers is unique to us; no other media partner in our space can offer you BrightTALK-as-a-service!



## KEY INFO

\*As of Nov 2023

CHANNEL SUBSCRIBERS: 2,644 (117% INCREASE ON NOV 22)

PREDICTED SUBSCRIBERS: 3,500 (DEC 2024)

SENIORITY: 62% MANAGER AND ABOVE

COMPANIES: 1,551

COMPANY SIZE: 40% 5K+ EMPLOYEES

COUNTRIES: 105

GEOGRAPHY: 44% UK, 15% USA, 9% INDIA, 32% ROW



# MEMBERS OF SDI'S BRIGHTTALK COMMUNITY



All content produced by our partners is subject to approval by SDI and is organised and produced at the cost of the partner.

If you would like to discuss our exclusively tailored, corporate partnership opportunities to ensure high brand exposure and multiple touchpoints with this active community at preferential rates, please contact the partnership team using the details at the bottom of this page.



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