

# CUSTOM-MADE WEBINARS

Engage your ideal audience with Begin  
custom-made webinars aligned with your specific needs

## Why Begin Group?

- Over 25 years of industry experience
- 800+ satisfied clients
- Partner agencies in 12 countries
- Flexible pricing and individual approach to every customer

## What is a webinar?

A custom-made webinar is an hour-long online seminar designed to showcase your institution, promote your programmes and services, and interact with your target audience.

## Benefits:

**Targeted reach:** A pre-webinar promotion campaign to reach your ideal audience.

**Visual impact:** Compelling presentation slides to enhance your message and capture attendees' attention.

**Interactive experience:** Live Q&A sessions to foster dialogue and address audience questions in real time.

**Customisable product:** Tailored to the specific needs of your audience.

**Global reach:** Up to 5 countries within a region in a standard package.

**Timely delivery:** 1 week setup, 3 weeks pre-webinar promotion.

## Proven results through personalised promo campaigns:

**Customised strategy:** Tailored to the unique dynamics of the educational and advertising market.

**Comprehensive audience targeting:** Focus on geography, age, language, personal interests, and your specific needs.

**Data-driven marketing tools:** Google Analytics, TNS, etc. for proven effectiveness.

**Professional content:** Eye-catching images and expertly crafted messages to drive registrations.

**Multi-platform reach:** Using Facebook, Instagram, Messenger, and targeted email campaigns to Begin Expo subscribers.

## Seamless execution, every step of the way:

- ✓ **Pre-webinar:**
  - Detailed media plan
  - Custom landing page
  - Personalised online promo campaign
  - Data-driven campaign optimisation
- ✓ **During webinar:**
  - Technical support & moderation
  - Live Q&A session
- ✓ **Post-webinar:**
  - Recording of the webinar
  - Attendee statistics
  - Attendee list for further outreach

### Rates:

From **EUR 2,500\***

### Optional extras:

Post-webinar emailing – **0.2 EUR per contact**

WhatsApp outreach – **1.5 EUR per contact**

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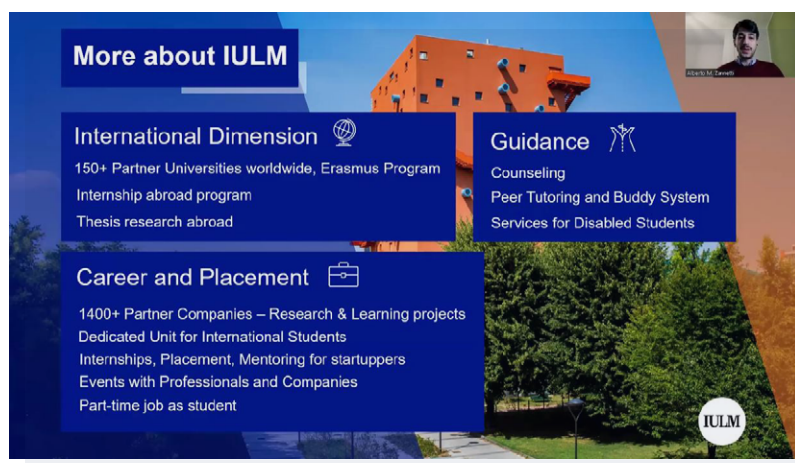
\* Registration numbers vary based on institution, program offerings, and target region

[Fill in the form](#) to get an individual offer based on the profile of your institution/organisation, your programmes/services and the target audience.

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## RECENT WEBINARS



### IULM Università di Comunicazione e Lingue (Italy)

**Target location:** Morocco

**Promoted programme:**

Master Programme in English

**Registrations:** 494

**Unique attendees:** 115

**Peak attendance:** 61



### Burgundy School of Business (France)

**Target location:**

Türkiye, Azerbaijan

**Promoted programme:**

Master Programme in English

**Registrations:** 196

**Unique attendees:** 65

**Peak attendance:** 40



### Windesheim University of Applied Sciences (Netherlands)

**Target location:** Portugal, Greece, Albania, Serbia, Croatia, Spain

**Promoted programme:**

Bachelor's degree

**Registrations:** 148

**Unique attendees:** 62

**Peak attendance:** 36