Webinar Explained

An ATARC hosted webinar is a digital collaboration platform that enables meaningful interaction between government, industry and academia. Suggest a topic, provide input on speakers, and let ATARC take care of government speaker recruitment, marketing, content consultation, and live webinar production.

Value

Positions your company as a market leader around a particular issue, topic or program through custom, primary market research ● Enables you to reach a new, targeted audience, gather intel from the government community on their most pressing challenges, and educate them on your innovative solutions ● Demonstrates subject matter expertise and builds credibility regarding technologies and challenges affecting your market ● Gathers insights into forces affecting the market, key technologies, and market needs and perceptions ● Delivers an opportunity to generate new leads and share with existing clients

Suggested Format Options

♦ Moderated panel discussion on a Government use case (including one company Subject Matter Expert)
♦ Roundtable conversation with prepared questions (including company executives, customers, or partners)
♦ Custom format combining various elements
♦ 3-5 minute sponsor presentation
♦ Active sponsor engagement in Q&A session for audience engagement

Suggested Webinar Topics

Artificial Intelligence
Cybersecurity
DevOps
Digital / Mobile
Cloud & Infrastructure