

NEW Food



REACHING YOUR AUDIENCE

With industry events being cancelled and travel restrictions being put upon both companies and individuals, reaching your audience at this time has never been more difficult. This is where *New Food* can help you in reaching your audience and optimising your marketing budget.



Have you considered a virtual gathering by Webinar?

We offer integrated advertising packages which can help you raise your profile, demonstrate your expertise and generate prospective sales leads

DOWNLOAD
THE LATEST
MEDIA
PLANNER



WEBINARS



With the inclusion of interactive polls and Q&A's you can still maintain the interactivity of your audience via a webinar. Your audience can join live or on-demand post the webinar enabling you to reach the audience in real-time and post event, irrespective of geographical location.

92%

of GoToWebinar users agree a webinar is the best way to engage a large remote audience. So, there is no need to worry about those travel restrictions.*



10 GREAT REASONS TO PARTNER WITH US

- 1 Use the webinar as a platform to launch new products and services
- 2 Ensure that your company is front of mind when buying decisions are taken
- 3 Connect and engage with your target audience
- 4 Differentiate yourself from competitors with strong brand presence
- 5 Demonstrate thought leadership in front of heads of industry
- 6 Increase your brand profile and share your capabilities and experience with a captive audience of leading industry professionals
- 7 Foster loyalty with existing clients
- 8 Grow your audience with increased reach, impact and accessibility
- 9 Transcend geographical boundaries
- 10 Generate new business

WEBINAR CASE STUDY

ThermoFisher
SCIENTIFIC



CLIENT

THERMO FISHER SCIENTIFIC



WEBINAR TITLE

Meat fraud, an old crime with some new twists



GUEST SPEAKER

PROF. CHRISTOPHER ELLIOTT



KEY ATTENDEES

Senior Global Food Safety Manager, **PEPSICO**
Scientific Support Officer, **EUROPEAN COMMISSION**
Quality Manager, **CARGILL**
Prevention Officer, **FOOD STANDARDS AGENCY**
Group Leader Food Safety Microbiology, **NÉSTLE.**

472
TOTAL REGISTRANTS GENERATED



Additionally, we can also offer integrated advertising packages which can further help you reach your audience.



CONTACT THE NEW FOOD TEAM TODAY



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