

Webinar Checklist

Company Information

- Contact first name
- Contact last name
- Contact email
- Company name
- Website URL
- Deployment date
- Email address(es) for lead fulfillment (sent every Monday)
- Sales rep name
- Order number
- Company logo (high quality, transparent PNG; minimum 350px wide)

Webinar Registration Page/Spectrum Website Post

- Headline (no punctuation or special characters, must be title case; 200 character limit)
- Abstract (2,000 character limit)
- Topic (Aerospace, Telecommunications, Transportation, etc.)
- Optional registration page URL (only required if webinar is not hosted on IEEE website)
- Webinar title
- Webinar live date and time (must include time zone; will be converted to ET)
- Webinar presentation type: Live Audio and Video (with Screen Share), On-Demand Recording (must provide mp4 file), or Simu-Live
- Promotional image (PNG or JPG; 1200px wide x 1555px tall)
- Speaker information (up to 3; email Sales Rep and Media Coordinator to add more): Name and title, email, bio, headshot photo (JPG; max 110px wide)
- Presentation slides: PowerPoint format

eBlast Information (Optional)

- Subject line (up to 10 words)
- Headline
- Body copy
- Promotional image (PNG or JPG; minimum 350px wide, maximum 500px wide)
- Logo website URL

eNewsletter Promotion

- Specify which eNewsletter(s) you would like to be included as part of the additional amplification IEEE Media provides (subject to availability): Tech Alert, The Institute, Robotics News, Cars That Think
- Headline (up to 10 words)
- Summary (up to 25 words)
- Link/URL (only use if you have a registration page already built)

Website Banners (Optional)

- Please upload the following ad sizes for website banners (PNG or JPG):
 - 728 x 90px
 - 300 x 250px
 - 970 x 250px
 - 336 x 280px



Please click here to upload all artwork and information or visit:
<https://survey.alchemer.com/s3/6203262/2021-IEEE-Spectrum-Webinar-Content-Submission>

For any additional questions or information please contact your Sales Representative and Media Coordinator.