



WEBINAR
SERIES

Webinar Series Sponsorship Opportunities



THE ALL-ENERGY & DCARBONISE WEBINAR SERIES

We created the All-Energy and Dcarbonise webinar series with one thing in mind: Supporting the renewables and low carbon community. We want to help you promote the path towards net zero and energy transition. Whether that is through showcasing a solution, improving brand awareness or establishing yourself as a thought leader, our webinar series is the perfect fit.

We launched with four webinars on what would have been the date of the live show, on 13 and 14 May 2020, and quickly found the level of support and participation to be outstanding! Capitalising on that success, we now host monthly webinars on the hottest low carbon and renewables topics, including offshore and onshore wind, hydrogen, inclusive transition, community and local energy, solar energy and more. Since May, we have hosted 26 webinars, enjoying 15,650+ registrations, 16,960+ live and on-demand views, 415+ audience questions and 6,180+ subscribers on our BrightTALK webinar channel.



Webinar series partners & sponsors include:



BENEFITS OF SPONSORSHIP PACKAGES



Position your brand as a thought leader to the industry

Want to position your organisation as the thought leader for/ solution provider to a specific sector, or 'pan-industry'? Showcase your expertise to our audience, differentiate your brand from the competition and establish your organisation as a thought leader in their eyes.



Brand exposure

Want to highlight a campaign you are launching? Get noticed by your target audience and receive maximum exposure with our digital and promotional opportunities.



Acquire new leads

High quality leads are waiting to find a solution like the ones you have to offer.



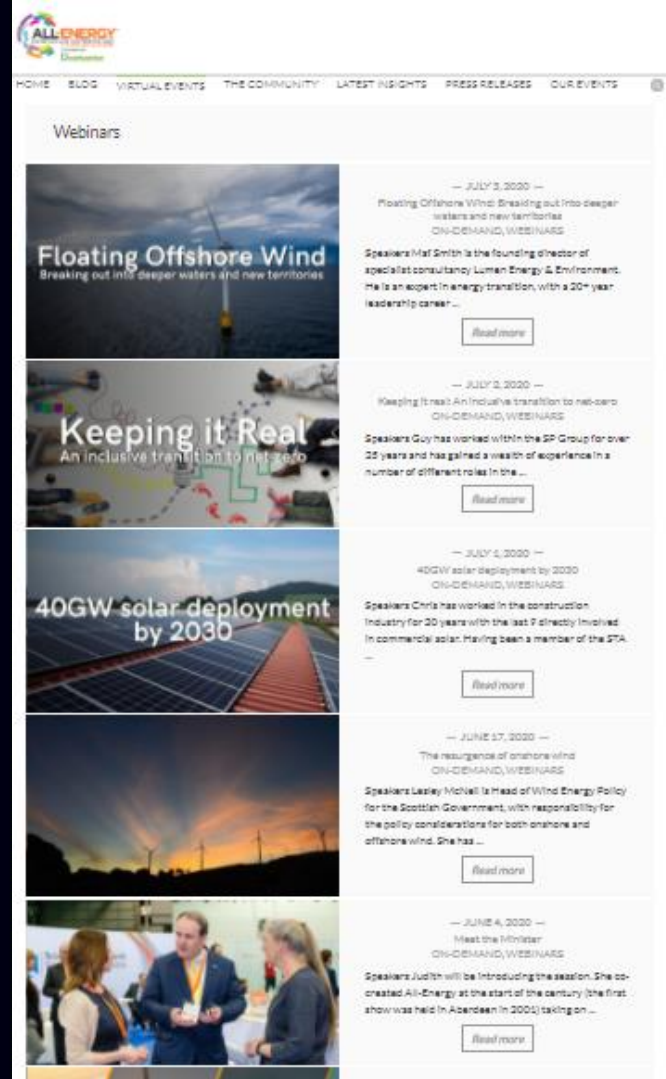
Reach target audience from all over the world

Want to ensure the industry takes notice of a White Paper or key report you are publishing? Engage with thousands of industry professionals through our online platform



WEBINAR FORMAT, SESSIONS AND DATES

- ✓ Up to 90-minute sessions held with up to six panellists including the Chair
 - ✓ Held either purely as panel discussion with the Chair or as brief panel presentations (maximum of 8 minutes) and then panel discussion with 15-20 minutes Q&A session
 - ✓ All the webinars held so far can be viewed on-demand at forum.all-energy.co.uk
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- ✓ We market our webinars to our 17,000+ community and 18,000+ social media followers. Our audience expects to learn from the biggest names in the industry, and we deliver. Our speaker line up has included Nicola Sturgeon MSP, First Minister of Scotland, Paul Wheelhouse MSP, The Scottish Government's Minister for Energy, Connectivity and the Islands, Keith Anderson, CEO, ScottishPower, Julia The Baroness Brown of Cambridge, DBE FREng FRS, Chris Stark CEO of the Committee on Climate Change and many others from organisations such as The Scottish Government; Natural Power; SP Energy Networks; Local Energy Scotland; Siemens Energy, and Shepherd and Wedderburn LLP.



The screenshot shows the 'All-ENERGY forum' website. The navigation bar includes links for HOME, BLOG, VIRTUAL EVENTS, THE COMMUNITY, LATEST INSIGHTS, PRESS RELEASES, and OUR EVENTS. The 'Webinars' section is displayed, featuring a grid of webinar cards. Each card includes a title, a date, a brief description, and a 'Read more' button.

Webinars

- Floating Offshore Wind**
Breaking out into deeper waters and new territories
— JULY 3, 2020 —
ON-DEMAND WEBINARS
Speakers: Matt Smith is the founding director of specialist consultancy Lumen Energy & Environment. He is an expert in energy transition, with a 20+ year leadership career...
[Read more](#)
- Keeping it Real**
An inclusive transition to net zero
— JULY 2, 2020 —
ON-DEMAND WEBINARS
Speakers: Guy has worked within the SP Group for over 25 years and has gained a wealth of experience in a number of different roles in the...
[Read more](#)
- 40GW solar deployment by 2030**
— JULY 1, 2020 —
ON-DEMAND WEBINARS
Speakers: Chris has worked in the construction industry for 20 years with the last 9 directly involved in commercial solar. Having been a member of the STA...
[Read more](#)
- The resurgence of onshore wind**
ON-DEMAND WEBINARS
Speakers: Lesley McNeill is Head of Wind Energy Policy for the Scottish Government, with responsibility for the policy considerations for both onshore and offshore wind. She has...
[Read more](#)
- Meet the Minister**
ON-DEMAND WEBINARS
Speakers: Judith will be introducing the session. She co-created All-Energy at the start of the century (the first show was held in Aberdeen in 2001) talking on...
[Read more](#)

Lead Generation Package Highlights



WHAT'S INCLUDED?

- ✓ 1 speaker or chair in the session
- ✓ Leads
- ✓ Branding and marketing
 - ✓ Logo in webinar preview image and a holding slide before the live session begins
 - ✓ Sponsor mention verbally during the live session and in webinar description
 - ✓ Logo in slide deck
 - ✓ Sponsor logo and mention during promotional campaign (emails, social media, PR, show website and the forum page)
- ✓ **Additional leads: £50 per lead** (bought in increments of 10)

WHAT WILL YOU ACHIEVE?

- ✓ Collect pre-qualified suitable leads for your business
- ✓ Reach your target audience by speaking to renewable and low carbon energy professionals
- ✓ Raise awareness of your brand before and during webinars - be seen by thousands of industry professionals
- ✓ Reach a targeted audience who will visit the content hub page before and after attending the live webinar. All our webinars are available on-demand.

	Basic £3,750	Silver £4,500	Gold £6,000
Leads	75 Leads	100 Leads	150 Leads
Speaker in a session	✓	✓	✓
Branding & Marketing	✓	✓	✓



th, Claire Mack, Judith Paton MBE
3 mins

Thought Leadership Package Highlights

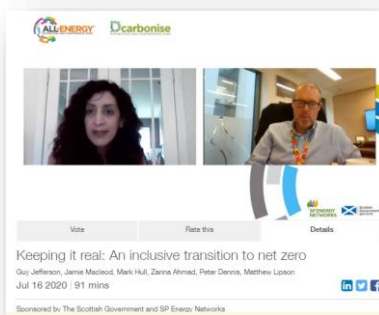


WHAT'S INCLUDED?

- ✓ 1 speaker or chair in the session
- ✓ Influence on the topic & speakers
- ✓ Branding and marketing
 - ✓ Logo in webinar preview image and a holding slide before the live session begins
 - ✓ Sponsor mentioned verbally during the live session and in webinar description
 - ✓ Sponsor logo and mention during promotional campaign (emails, social media, PR, show website and the forum page)

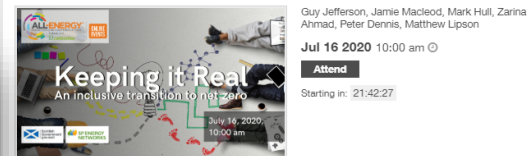
WHAT WILL YOU ACHIEVE?

- ✓ Secure your standing as a **thought leader** in a relevant industry sector and **boost your brand reputation** as expert in your field.
- ✓ **Raise awareness of your brand before and during webinars** - be seen as a thought leader by speaking to the renewable and low carbon energy community
- ✓ Reach viewers interested in a **particular sector** such as Offshore Wind, Hydrogen, Energy storage or Community Energy
- ✓ **Reach a targeted audience** who will visit the content hub page before and after attending the live webinar. All our webinars are available on-demand



Price: £3,000

Keeping it real: An inclusive transition to net zero



Sponsored by The Scottish Government and SP Energy Networks

Engineering solutions such as renewable energy technologies, battery solutions and digitisation often take centre stage in discussions around 'how we tackle climate change' or ensure a green recovery from COVID-19 as STEM, more so than STEAM (A: arts and creative talents) subjects, have been pushed to the fore as a means of preparing the future workforce for what's required.

But what will all of this mean for consumers and their communities, particularly those described as living in vulnerable circumstances, as we plan our road to recovery from the impacts of a global pandemic and look toward a net-zero future? What softer-skills, local advice and knowledge, and large-scale engagement are required to ensure that, genuinely, no one will be left behind and that individuals and their communities – who often hold the local answers to local problems – can play an active role in tackling climate change whilst maximising benefits and cost-efficiencies from SMART innovation in an informed and locally sensitive way.

Chair: Guy Jefferson, Customer Service Director, SP Energy Networks

Company Headline Day Package Highlights

WHAT'S INCLUDED?

- ✓ A day dedicated to your company and chosen topics
- ✓ 2 sessions with 1 speaker in each session
- ✓ Influence on the date, topic & speakers
- ✓ 250 Leads
- ✓ Guest blog on Forum Page
- ✓ Branding and marketing
 - ✓ Logo in webinar preview image and a holding slide before the live session begins
 - ✓ Sponsor mention verbally during the live session and in webinar description
 - ✓ Sponsor logo and mention during promotional campaign (emails, social media, PR, show website and the forum page)

WHAT WILL YOU ACHIEVE?

- ✓ Collect pre-qualified suitable leads for your business
- ✓ Boost your brand reputation as thought leader and expert in your field
- ✓ Raise awareness of your brand to a targeted audience of potential buyers before, during and after the live event
- ✓ Reach a targeted audience who will visit the content hub page before and after attending the live webinar. All our webinars are available on-demand.



Price: £15,000

The slide features the logos for 'carbonise' and 'natural power'. The main title is 'CARES support for local energy' with a subtitle 'covers local ownership and / or community investment'. A central diagram shows four green boxes: 'to attract community projects', 'to fund energy systems', 'to contribute to Scotland's locally owned renewable resources', and 'to improve the local economy through investment'. Below these is the 'CARES' logo. At the bottom, it says 'Community and Local Energy: A beacon for 2030' and lists speakers: 'Jeremy Sansbury OBE FRCS, Jodie Giles, Dr Afsheen Rashid MBE, Scott Matheson, Andy 'Kull', Laura Campbell'. It also includes a date 'Jun 18 2020 | 92 mins' and social media icons for LinkedIn and Facebook.

The page is for a webinar titled 'LOW CARBON HEAT: Are heat networks the answer?'. It features the 'carbonise' logo and a banner that says 'Delivering cleaner air and promoting economic growth'. The event is scheduled for 'Thursday May 14 10:00 am'. A 'REGISTER NOW' button is prominent. Below the title, there is a description of the webinar, a list of speakers (including 'Councillor of The Scottish Government'), and a list of topics to be discussed. At the bottom, there is a 'REGISTER OR WE'LL SEND YOUR NAME' button.

Contact our sales team for more information and availability or to brainstorm a custom opportunity. We are always interested in exploring new and creative sponsorship ideas.

www.all-energy.co.uk
www.dcarbonise.com
www.forum.all-energy.co.uk

