



FAQs: NADP Sponsored Webinars

Will there only be one sponsor for each webinar or are there multiple companies sponsoring one?

There is only one sponsor per webinar. As well NADP will not schedule another seminar in the same product area within 30 days of the date your webinar is aired.

How does NADP promote the webinar?

NADP includes information about the webinar in at least one of its bi-monthly publications, i.e. the SoundByte (distributed mid-month) or the MonthlyByte (distributed on the last Tuesday of the month. Additionally, a separate promotion will be sent to NADP's full member mailing list.

What are the targeted titles of attendees that normally participate in your webinars?

In general, NADP does not promote to particular titles, but to the entire member database of 1500 contacts. Titles for similar positions vary by company and the broader promotion allows individuals to forward to a colleague that may not yet be in our database.

There is also a non-member data base of an addition 2,000 contacts that can be targeted for type of company and titles, if you can provide us the information as to your target audience.

What demographic does NADP's mailing list cover?

NADP's members provide more than 80% of the dental benefits covering 176 million Americans today. According to our 2009 Communication survey:

- 30% of our contacts are C-Level, 47% Dir. or Mgr., 23% other
- 85% are age 35 to 64, (20%=55 to 64)

How many people usually attend?

NADP sponsored webinars were introduced in 2011 with admirable results. The first sponsored webinar had registrants from 53 companies—about two-thirds of NADP members. At most of these sites, there were several participants listening in a conference room setting.

By contrast, NADP's webinar series which is primarily educational with a charge for registration averages 20 sites with 2.5 people listening from each site. (NOTE: Many companies host the webinar in their conference room and have multiple staff members in attendance).

So our expected attendance at sponsored webinars is two to two and a half times that of paid webinars.

Will the contact information of the participants be provided to the sponsor? If so, when will it be sent and in what format (excel etc.)?

Contact information will be provided in an Excel spreadsheet after the webinar. The reason is that many of the webinars that are arranged in conference rooms are set-up by administrative staff. NADP will follow-up after the webinar to get a list of those that actually attended. It can sometimes take a few days to get the contact information from the company administrative staff.

In the year that the webinar is available on-line, the contact information of anyone that logs on to view it will also be provided to the sponsoring company.