

## 2019 AVERAGES:



**538**

Leads per webcast



**270**

Operators per webcast



**67.1%**

Conversion rate  
(registrants to attendees)

# World Oil® Webcasts

Gulf Energy Information offers you the opportunity to interact directly with your customers and prospects on timely and important topics. Establish thought leadership and put your company in front of our global audience through a single-sponsored or multi-sponsored (up to 3 sponsors) webcast. A *World Oil* webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company's products and services, promote your brand and generate qualified sales leads.

[WorldOil.com/webcasts](http://WorldOil.com/webcasts)

*Gulf Energy*<sup>i</sup>





# SINGLE-SPONSORED WEBCAST PROGRAM DESCRIPTION

## The webcast:

Single-sponsored webcasts generally consist of an introduction by the moderator, a 45-minute presentation by the speaker(s) and a 10-minute Q&A session.

Sponsors provide the Powerpoint presentation.

## Cost of program:

Cost for the webcast: **\$18,995 (gross)**

## Webcast process:

The process for planning, production and completion of each webcast involves:

1. Topic selection and summary of presentation
2. Securing of speaker(s)
3. Reservation of live date with speaker(s)
4. Design of registration form
5. Half-page advertisement in *World Oil*
6. Web banners on WorldOil.com
7. Email campaigns to target audiences
8. Finalization of presentations and practice
9. Live webcast event
10. Submission of registrant list to sponsor
11. Archive of webcast for 12 months allows for additional "On-Demand" viewers

Please allow 8 weeks for this process in order to adequately promote and prepare the webcast.

Dates are reserved on a first come/first serve basis.



# 2020 MULTI-SPONSORED WEBCAST FORUMS

**70.5%**  
were interested or very interested in watching  
Hydraulic Fracturing Forum.<sup>1</sup>

**BACK BY POPULAR DEMAND!**



## HYDRAULIC FRACTURING FORUM

Date	Sponsorship Spots Still Available
January 30	2
March 19	2
May 14	3
July 16	3
September 17	3
November 19	3

**71.4%**

responded that they were interested  
or very interested in watching webcast topics  
on Drilling Innovations and Technologies.<sup>1</sup>

### **COST OF PROGRAM:**

\$6,995 gross per sponsor

**NEW FOR 2020!**

## DRILLING INNOVATIONS & TECHNOLOGY

Date	Sponsorship Spots Still Available
February 12	2
April 22	2
June 24	2
August 20	3
October 14	2
December 3	3

**For more information on webcast sponsorships:**

Please contact your local sales representative or

Andy McDowell, Publisher, *World Oil*

at +1 (713) 520-4463 or [Andy.McDowell@WorldOil.com](mailto:Andy.McDowell@WorldOil.com)

<sup>1</sup>World Oil, Market Research Survey, July 2019.

# 2020 MULTI-SPONSORED WEBCAST FORUMS

**51%**  
were satisfied with *World Oil* webcasts.<sup>1</sup>

## ADDITIONAL TOPICS

### ARTIFICIAL LIFT AND PRODUCTION OPTIMIZATION

Date	Sponsorship Spots Still Available
February 20	2
September 29	3

### OILFIELD WATER MANAGEMENT

Date	Sponsorship Spots Still Available
April 16	3
November 10	3

### EMERGING OIL & GAS WELL TECHNOLOGIES SERIES

Date	Sponsorship Spots Still Available
March 25	2
August 26	3

### OILFIELD AUTOMATION, CONTROL & MONITORING

Date	Sponsorship Spots Still Available
May 28	2
October 22	3

### HPHT TECHNOLOGIES

Date	Sponsorship Spots Still Available
January 22	3

### 2020 DRILLING FORECAST & ANALYSIS

Date	Sponsorship Spots Still Available
February 26	3

### RESPONSIBLE OIL & GAS: SUSTAINABILITY

Date	Sponsorship Spots Still Available
June 17	2

## COST OF PROGRAM:

\$6,995 gross per sponsor

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at +1 (713) 520-4463 or [Andy.McDowell@WorldOil.com](mailto:Andy.McDowell@WorldOil.com)

<sup>1</sup>World Oil, Market Research Survey, July 2019.

# WEBCAST TIMELINE

## Book webcast

### 6–8 Weeks Before Live Webcast:

- ☐ Webcast title, date and time confirmed

### Sponsor(s) provides:

- ☐ 100-word overview
- ☐ Speakers' name, title, biographical sketches and headshots (2in. x 2in., 300DPI in JPEG)
- ☐ Company logo in vector EPS
- ☐ Three custom questions to include on the registration page (optional)

### 5 Weeks Before Live Webcast:

- ☐ 1/2-page print ad to run in the next issue of *World Oil* highlighting live webcast

### 3–4 Weeks Before Live Webcast:

- ☐ Registration page is built by *World Oil*
- ☐ Email blasts will be sent to *World Oil's* targeted subscriber list (2–3 eblasts)
- ☐ Social media posts though Facebook and Twitter

### 2–3 Weeks Before Live Webcast:

- ☐ *World Oil* will create online banner ads to run on WorldOil.com and e-newsletter

### 2 Weeks Before Live Webcast:

- ☐ Sponsor(s) to provide slides for 45 minute presentation and 3–5 seeded questions. Poll questions can also be added.
- ☐ Dial-in numbers will be provided to sponsor(s) and speakers

### 1 Week Before Live Webcast:

- ☐ Full dry-run will be conducted

## Live webcast

### After the Webcast:

- ☐ Webcast is archived on WorldOil.com for 12 months and is available on-demand
- ☐ Sponsor is provided with all registrants' information and direct access to online reporting during the 12-month period.

**Sponsor is also provided with an MP4 of the event**

## Let's get started

A *World Oil* webcast provides you with a powerful platform to take a leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

### Webcasts are promoted through:

- Magazine: 47,157 subscribers<sup>1</sup>
- Website Traffic: 150,324 unique users<sup>1</sup>
- e-blast Distribution: 67,570<sup>2</sup>
- Twitter Followers: 118,000<sup>2</sup>
- Facebook Likes: 75,900<sup>2</sup>
- ShaleTech™ Facebook Likes: 14,700<sup>2</sup>

Webcasts include a one-hour live broadcast. The recorded version will be archived on WorldOil.com for 12 months. Sponsors will receive contact information for all registrants. Topics/content chosen for webcasts must be approved by editorial staff.

For additional information, please contact your *World Oil* representative or Andy McDowell, Publisher, at Andy.McDowell@WorldOil.com or +1 (713) 520-4463.

<sup>1</sup>World Oil, BPA Brand Report, June 2019 statement.

<sup>2</sup>Publisher's own data. E-newsletter averages based on data from June 2018 to May 2019. Social media as of September 2019.

## Recent webcasts included...

### *Frac Hits: Child-Parent Interactions*



31 January 2019  
**Registrants: 1,052**

### *Engineered Tubular Solutions: Well Design & Material Selection*



09 April 2019  
**Registrants: 498**

### *The Pioneers of the Electric Frac Revolution: Why every E&P should use Clean Fleet®*



11 July 2019  
**Registrants: 453**

### *Artificial Lift & Production Optimization Forum*



12 September 2019  
**Registrants: 681**

**67.1% Conversion Rate (registrants to attendees)**  
**538 Avg. Leads/webcast**