



**ground**  
handling  
INTERNATIONAL

# Why Webinars Work

## Stay seen, stay engaged with the market and win new business with GHI's all-new Webinars.

Don't let the Covid-19 pandemic lockdown your route to market.

Bring your business, product or service to the attention of 400+ aviation decision makers without even leaving your home office by sponsoring a GHI Webinar.

Our online conference seminars are a cost-efficient and highly engaging way to connect with quality leads during lockdown.

GHI Webinars provide an essential community forum for sharing best practice operational advice during traumatic times for aviation stakeholders around the world.

We're looking for partner companies to work with us on compelling Webinar discussion topics including:

- Innovation & Automation
- The Great Cargo Opportunity
- Winter Operations
- Social Distancing and Making Stations Covid-Safe
- Cleaning and Disinfection Strategies including GSE, Aircraft and PPE

See a topic you want to be seen as a thought leader on at this critical time? Or do you want to suggest your own angle? Yes? **Get involved now.**



**400+**  
live attendees



**350+**  
views of our Webinar  
recording



**99%**  
of attendees said they  
would recommend our  
Webinars to a colleague



**4.2** approval rating (out of 5)

## How do GHI Webinars work?

- Work with our content team to select a compelling webinar topic
- Our expert team will source keynote panellists from leading aviation operators to complement your company speaker and drive audience sign-up.
- The GHI team will help you shape a 10 minute introductory presentation and panel Q&A
- Extensive branding for your company on the webinar registration page, your presentation and GHI's websites and e-marketing in the build up to your Webinar
- GHI team member will introduce the Webinar meeting, your company and free you up to focus on delivering your presentation



# Marketing opportunities

- Receive a post-Webinar report on all attendees
- A write up of your Webinar in GHI's e-newsletters and online at [www.groundhandling.com](http://www.groundhandling.com)
- Posts on LinkedIn and pre-webinar promotion
- A biog of your speaker hosted on GHI website
- Recording of your Webinar hosted on GHI website for 12 months
- Recording of the Webinar sent to you post-event to distribute to your contact base
- Live chat capability for delegates to ask questions during and after the presentation
- Live social media feed and link to the Webinar



## What are the benefits?

- **Promote your brand or service** to an audience of aviation decision makers through GHI's trusted brand.
- **Stay engaged** with existing customers and the wider market during the coronavirus crisis
- **Be seen as a thought leader:** panel opportunity available for your company leader
- **Generate positive PR for your business in a time of uncertainty:** news articles and marketing promotion on GHI's e-newsletters and LinkedIn account
- **Lead generation:** receive a breakdown of attendees by location, stakeholder type/job title. A premium lead gen package with targeted attendee contact information supplied to you post Webinar is also available upon request.
- **Access to a highly engaged audience** seeking business solutions.
- **Save on travel costs:** deliver the presentation from the comfort of your home office.



# GHI's audience of aviation

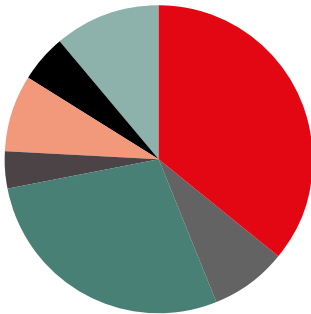
- A 25 year heritage of being the number one platform for bringing the world's aviation community together to do business and share best practice
- Nearly 20,000 aviation decision makers representing airlines, airports, ground handlers, GSE manufacturers, IT suppliers and cargo operators
- Global reach: delegates and readers drawn from the Americas, Asia-Pacific, Europe and Africa
- Delegate/reader job functions include Ground Operations Managers/ Directors; Chairman; President; CEO; Airport Operations Managers; Project Managers, Procurement Managers. Cargo Managers, Business Development Managers; Heads of Operational Safety



# About the GHI Audience

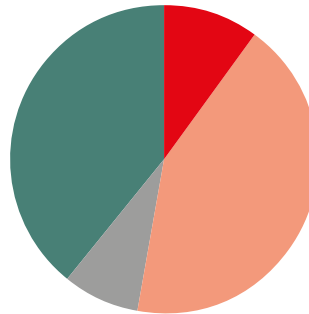
Your webinar will be promoted to GHI's database of nearly 20,000 Airlines, Ground Handlers, Airports & Suppliers

## CATEGORY



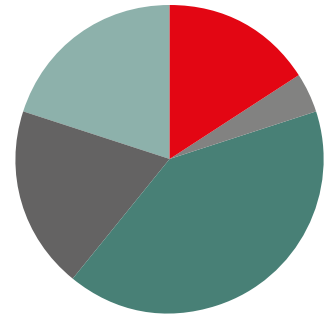
- 36%** Airline
- 8%** Airport/Airport Authority
- 28%** Ground Handler
- 4%** IT Provider
- 8%** Manufacturer (GSE)
- 5%** Manufacturer (Other)
- 11%** Other

## SENIORITY LEVEL



- 10%** Chairman, President, CEO, Partner
- 43%** Department Manager, Project Manager, Supervisor
- 8%** Managing Director, Board Director, Associate
- 39%** VP, Deputy Director, General Manager

## REGIONS



- 16%** North America
- 4%** Central & South America
- 41%** Europe
- 19%** Middle East & Africa
- 20%** Asia Pacific & Australasia



# ground handling

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**The end result...**

**GHI** finalises and optimises your webinar:

**reports and statistics** supplied for analysis, **webinar recording** saved online and supplied with registration page for you to use, **thank you emails** sent to all viewers, **second chance viewing** reminders sent to sign ups.





## May 2020 Webinar feedback

**“It was a very useful webinar and good information”**

**“Much Appreciated your positive efforts to bring back all GHI meet Seekers in one platform through this webinar. Hope to have many more in near future. Much appreciated your understanding, cooperation and support with these matters.”**

Mehul Joshi, Managing Director,  
Sumeru Aviation

**“I would like to thank you that you supporting all over the World information.”**

**“All was excellent special thanks to Max, Javed, Malik, Thomas Liput and Brendan for the knowledge and experienced shared with us hope if all standards, Regulations and Uniformity will be followed we are able to fly again safely”**

**“Very enlightening webinar. Well done.”**

**“I have attended a few webinars during this covid period and I felt that this is the best webinar I have attended so far. interesting topic and very good speakers and presentations”**

**“Thank you for GHI Management and Speakers for this useful webinar conference.”**

**“Excellent, looking forward to another similar webinar”**

**“Well done for the first webinar. Looking forward to more”**

# GHI Webinar Rates

£5,000

€5,925

\$6,600

CONTACT **ground** handling NOW!  
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## STEP ONE

Contact **Marc Young** on **01322 221144** or **[marc.young@markallengroup.com](mailto:marc.young@markallengroup.com)** to discuss options & requirements and book your webinar

## STEP TWO

The **GHI** editorial team will work closely with you to discuss the topic, content and agree objectives. Our webinar team will build your audience – providing everything required for a professional and engaging presentation

## STEP THREE

Deliver the webinar and benefit from the results immediately and for the following 12 months