More than a Webinar

We use different systems to create unique environments depending on your needs.

Also, by adding a landing page you get a branded environment that you can utilise up to 1 year post event - getting you more exposure.

Examples
- Product Launch
- Webinar Series
- Discussion Forums
- Panel Discussions
- Product Training

We offer technical and creative support to create engaging content with either pre-recorded or live-streamed events.

Preparing your virtual venue: Branded event landing page
We supply a landing page to your event. Your virtual event is hosted on a local South African dedicated premium server that is able to meet your required traffic demand.

Seamless registration and login
Branded Sign up pages are created. Guests are sent an invite to the virtual event and navigate to the website to register to attend the virtual event. Guests get emailed their login details and any reminders, save the dates, virtual conference packs, agenda, speaker profiles, etc.

Support during live event
Trained staff members would support speakers and participants inside the event. We offer a live support desk during and before your event.

CPD Management
CPD application and certification can be included. Find out how to bump up the CPD accreditation for a webinar to 2-3 points.

Speakers
We schedule and onboard speakers for your event. Our team is experienced in engaging with speakers and assisting them to adapt to providing talks either virtually or in-studio.

Marketing
We leverage various media channels for optimum visibility of your event. Our one-stop service offers quality creative and effective marketing video production to leverage your exposure in the same medium. Full database of South African veterinarians and veterinary nurses.

Analytics
When your virtual event is over, you’ll have a comprehensive view of all your events and the right data to understand the impact and ROI of your full events program. Thank you emails are sent out with a survey form or attendees are asked to complete survey forms at the end of the event. The client is supplied with an event report.

Marketing
We leverage various media channels for optimum visibility of your event. Our one-stop service offers quality creative and effective marketing video production to leverage your exposure in the same medium. Full database of South African veterinarians and veterinary nurses.

Thank you emailers are sent out with a survey form or attendees are asked to complete survey forms at the end of the event. The client is supplied with an event report.
Virtual Conference

Enquire about the benefits of the event platforms available through Vetlink/Vet30

Advanced Event Platform

• Sponsor Networking rooms for attendees and sponsor interaction
• Virtual Lounge for breakout sessions and general attendee interaction. Tables can be branded by Sponsors
• Question and Answer
• Polls
• Chat
• Raise hand to speak
• Customised “lobby” area to greet the attendees as they join the event
• Virtual booth that you can use to expand on a product you are selling

Event App

• Sponsors push notifications to attendees to keep them informed about sponsor services and products
• Networking with attendees through the App
• Question and Answer
• Polls
• Chat
• Raise hand to speak (Depending on live platform)
• Rate and upvote talks
• Newsfeed with images, text and hyperlinks to redirect attendees to a website or page.
• Formatted texts, links, pictures or GIFs. Attendees can rate each post
• Analytics available to evaluate your event in real time. User statistics and session insights
• Giveaways
# In-person Events

Vetlink CC is a member of the Southern African Association for the Congress Industry (SAACI).

## Marketing
Leverage various media channels for optimum visibility of your event. Our one stop service offering quality, creative, and effective marketing video production to leverage your exposure.

## In event support
Management of all logistics during the event, organisation. Support speakers and participants inside the event.

## Speaker engagement
Liaison with speakers and organisation of the travel and accommodation. Organisation of CPD accreditation.

## Turnkey solution
We use an online registration system to process registrations, send RSVP confirmation, manage payments and drive attendance.

## Event Creation and Distribution
Full project management, including communication, graphic design, financial management and sponsor management.

## Analytics
When your event is over, sponsors receive a list of all attendees.

## Hybrid Events: Live Event with Live stream to online audience
Livestreamed events offers the following additional opportunities to sponsors: Push Notification to attendees in the room and virtuals, PDF document distribution, Notifications of Special offers, Video clip inserts during tea and lunch breaks.


Excluding: Sound Engineer and Livestream engineer

<table>
<thead>
<tr>
<th>Sponsorship Options (Live Event)</th>
<th>Sponsor Hybrid &amp; Event App</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>Session</td>
</tr>
<tr>
<td>Registration</td>
<td>Speaker</td>
</tr>
</tbody>
</table>

Events listed here: [www.vetlink.co.za](http://www.vetlink.co.za)
Digital Marketing

We are achieving open rates of up to 48%, industry vertical medians show that the Medical and Healthcare sector are outperforming other industries at 26.93%.

Open rates are generally lower for more frequent or daily senders - we achieve high open rates - we do not send more than 4 messages a month, linked with useful information for veterinarians eg continued professional development opportunities.

Email

2600 verified email addresses POPI compliant, with large scale sending infrastructure to ensure the best delivery rates. Combine the power and visual impact of an email with the ability to reach your contacts anywhere that SMS's give you by including a link to a landing page that renders like the online version of an email. You can also track which contacts read this email.

**R4300 per bulk email**

SMS

1 800 cellphone numbers Bulk sms with 160 Characters - linked to content e.g. website, PDF document, e-mag or video

**R1100 (landing page: R525)**

<table>
<thead>
<tr>
<th>Region</th>
<th>Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gauteng</td>
<td>728</td>
<td>(55.49%)</td>
</tr>
<tr>
<td>Western Cape</td>
<td>241</td>
<td>(18.37%)</td>
</tr>
<tr>
<td>KwaZulu Natal</td>
<td>139</td>
<td>(10.59%)</td>
</tr>
<tr>
<td>North West</td>
<td>60</td>
<td>(4.57%)</td>
</tr>
<tr>
<td>Eastern Cape</td>
<td>55</td>
<td>(4.19%)</td>
</tr>
<tr>
<td>Mpumalanga</td>
<td>40</td>
<td>(3.05%)</td>
</tr>
<tr>
<td>Free State</td>
<td>22</td>
<td>(1.68%)</td>
</tr>
<tr>
<td>Limpopo</td>
<td>21</td>
<td>(1.60%)</td>
</tr>
<tr>
<td>Northern Cape</td>
<td>5</td>
<td>(0.38%)</td>
</tr>
<tr>
<td>(not set)</td>
<td>1</td>
<td>(0.08%)</td>
</tr>
</tbody>
</table>

Statistics of monthly users (South Africa)

Vetlink/Vet360 Website

1300 visitors a month

Leaderboard (728px X 90px) **R1 000 per month**

Wide Skyscraper (160px X 600px) **R1 100 per month**
Magazines

The magazines offers practical advice and cutting-edge medical information to the busy veterinary practitioner.

Vet360 readers are veterinarians and associated professionals from rural, suburban, and city locations. They represent companion, mixed, and large animal practices, educational institutions, pharmaceutical companies, and veterinary wholesalers. Your products and services will hit your target market – the decision makers and buyers in veterinary businesses.

Editor: Dr Mariaan Lomberg
Bookings through Agriconnect

Review

The Livestock Health and Production Review is targeted at veterinarians and other professionals dealing with production animals. Readers are in academia, private practice and laboratories.

Editor: Dr Mark Chimes
Bookings through Agriconnect

Equine Health Update readers is Members of the South African Equine Veterinary Association. Distributed ELECTRONICALLY to 200 members, on a quarterly basis.

Editor: Dr Johhny Cave
Bookings through Vetlink

Hooo-Hooo readers is Members of the Wildlife Group of the SAVA. Distributed ELECTRONICALLY to 200 members, on a quarterly basis.

Editor: Dr Jenny Hewlett
Bookings through Vetlink
**Social Media Management**
Your social media will be managed by a dedicated professional.

First, we create your content strategy in consultation with you. We would then create content in line with your brand guidelines and publish that content on your social outlets.

In case you don’t have any of the identified channels, we will create a page from scratch! We’ll run social media campaigns on any of the following Social Platforms Facebook, Twitter, LinkedIn, Google Plus, Instagram, YouTube, Pinterest, to increase your user base and keep them sticky!

Periodically we will review the content strategy, analyse data points and make required changes.

**Recording studio**
Maximum 2 persons
Professional camera, lights, sound and greenscreen.

Need a high-quality, quiet environment to record your presentation? Professionally equipped for 1-2 people, and available to any of our clients
Full day hire @R2 000

**Studio on location**
We come to your office or boardroom, or out in the field, with professional microphones and cameras.

Be a more efficient use of your time.

**Video recording and editing**
With online studio software, you can record up to 6 participants with logos, branding, background and lower third titles. You can record or choose to stream or send to any webinar platform.

Pricing from R500 per hour (2 hours minimum charged)

**CPD Management**
Vetlink is an accredited CPD supplier and would assist you to register and manage and maintain the CPD of attendees who attend your CPD events. Charged per person.

**Graphic Design**
Need a design? We will design your artwork for print or digital format (HTML included) @ R600 per hour
COMPANY PROFILE

Vetlink CC
Established: 1999

Mission
• To expand the scientific and business knowledge base for Southern African veterinarians and allied professionals.
• To provide a communication network amongst professionals in the veterinary field
• Presentation of conferences and utilisation of new and existing communication channels and methods.

Employees
6 employees, with other specialist outsourced on a project-specific basis, as required

Key Customers
South African Veterinary Association, Animal Health Pharmaceuticals, Animal Food Companies and other services providers to the veterinary industry.

Leading Edge
With its portfolio of media products Vetlink can meet the requirement of industry wanting to market to the veterinary profession.

Applications
Vet360 App

Magazines
Vet360 Magazine (Printed)
Equine Health Update (E-Mag)
Wildlife Review (E-Mag)
Livestock Health and Production Review (Printed)

Marketing
Email & cellphone communications

Online
Webinars and Online events