



AGC

THE CONSTRUCTION
ASSOCIATION

AGC Sponsored Webinars

AGC Sponsored Webinars offer the opportunity to display your industry expertise through in-depth educational presentations on important trends and topics in the construction industry. This allows you to showcase your company in front of a targeted audience of construction industry professionals and build your reputation within the AGC member network.

What makes up a Sponsored Webinar?

Sponsored webinars consist of a 45-minute presentation with 15 minutes for Q&A. Sponsors are responsible for providing the speakers and webinar content. Content must be industry specific and provide educational value for the attendees. Webinar content can not be focused on product or be sales related. Content must be reviewed and approved by AGC of America.

AGC Webinars are hosted on GoToWebinar, should a sponsor have a platform they prefer to use, we will work with the sponsor to utilize their platform.

How is the webinar promoted?

AGC requires a minimum of 6 weeks of promotional time, from the date of the webinar's dry run to the webinars scheduled presentation date.

AGC creates a designated landing page and a marketing campaign for each webinar consisting of emails, newsletter and social media posts, etc. Sponsors are encouraged to promote the webinar to their contacts as well.

Post-Webinar

Sponsors will receive a full registration list, attendee list, and post-webinar survey results. Sponsors may also receive a recording of the webinar upon request.