

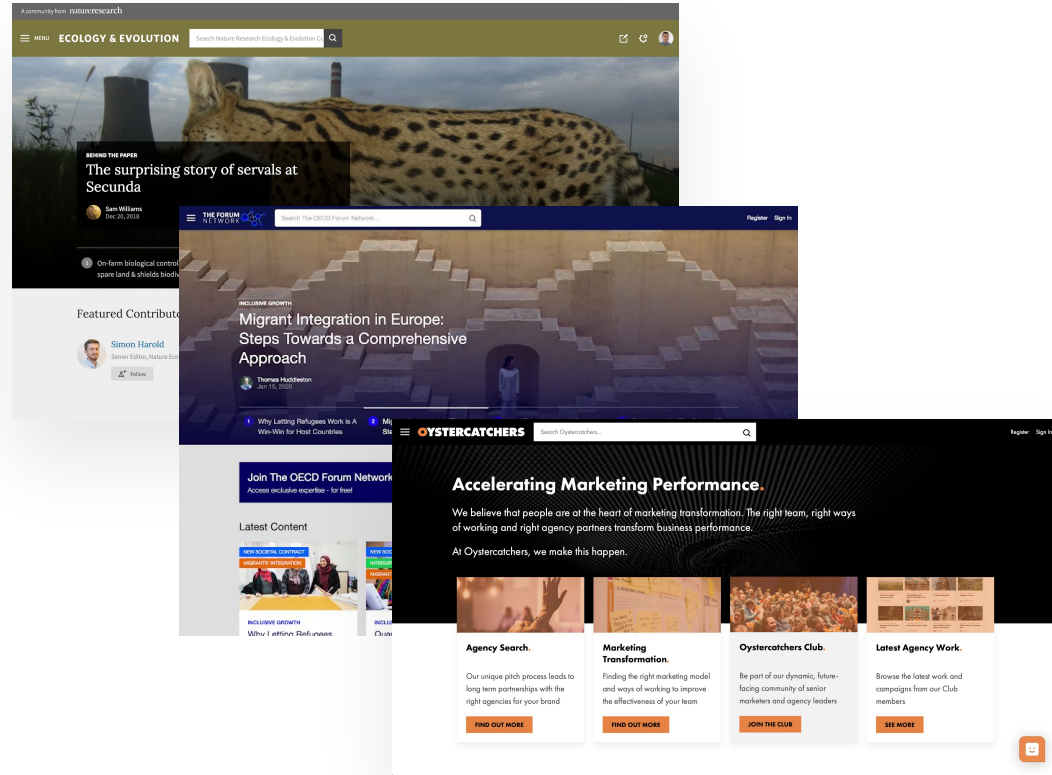


Smarter sponsorship

Online events with Zapnito = deeper, smarter value for sponsors

Our customers use Zapnito to create branded expert networks

These networks promote their thought leadership, increase their revenue, and build engagement and trust with their audiences.



A digital-first events solution

As the sustainability of live events comes into question, our solution is an engaging online-only alternative to live events

The 100 Health Summit Live

On Oct. 17, The 100 Health Summit will convene prominent figures in health care to discuss the future of health and wellness

[Register for free](#)

[Meet our speakers](#)



Explore The 100 Health Summit



Stream 1 Health Education

Interventions for public health policy and education - are we doing enough?

[Explore →](#)



Stream 2 Tech Innovation in Healthcare

Innovations to create a connected, frictionless system with improved outcomes.

[Explore →](#)



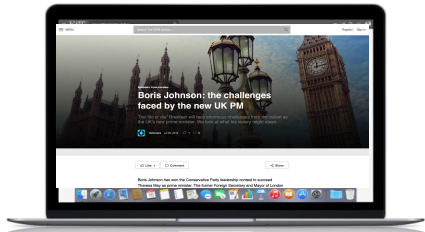
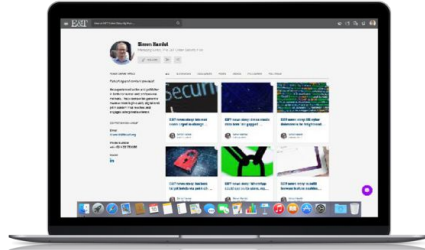
Stream 3 Digital Maturity

A look at how advanced sites are pushing forward with innovation through the latest and emerging tech.

[Explore →](#)

The Opportunity

Branded expertise hubs for content marketing that works



Quickly and easily create branded expertise hubs for one or more clients

Generate revenue via short- or longer-term sponsorship

Improve campaign outcomes with deeper engagement, more-effective lead gen, increased profitability and greater chance of renewal

Powerful analytics for smart follow-ups, customer insight and understanding

“Thanks to our communities, a significant proportion of our **revenue** is now coming from sponsored thought leadership.”

We're trusted by...

SPRINGER NATURE



WILEY



EBSCO Health



Sponsor value: promotional

A smarter way to create awareness by creating value for delegates

A dedicated profile page to showcase content,
sessions, speakers and calls to action

Dedicated sponsored rooms for showcasing
expertise and engaging with delegates - can be
closed or open to all

Innovative, agile opportunities to deliver expertise
via articles, videos, presentations and courses

The image displays two screenshots of the Mining Beacon website. The top screenshot shows the main community page for IMARC, featuring a navigation bar with 'MINING BEACON', a search bar, and user options like 'Contribute' and 'Collaborate'. Below the navigation is a large banner for IMARC with a speaker and a 'START A CONVERSATION' button. The main content area includes a section titled 'About this community' and three featured articles, each with a 'DELEGATE EXCLUSIVE' badge and a 'WATCH' button. The bottom screenshot shows a detailed view of an article titled 'How can miners work with start-ups to harness their innovative tech solutions?'. The article includes a video player, a 'WATCH' button, and social sharing options like 'LIKE', 'COMMENT', and 'SHARE'. The article text discusses the challenges of integrating tech start-ups with large-scale mining operations.

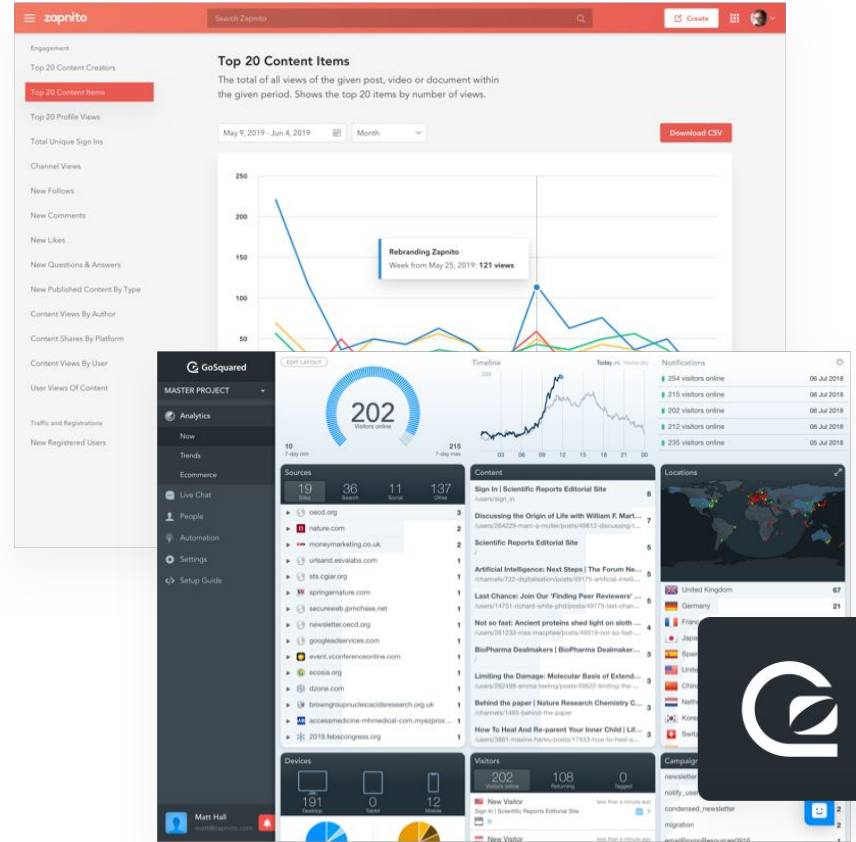
Sponsor value: intelligence

Invaluable insight and high quality leads and from your clients' target audience

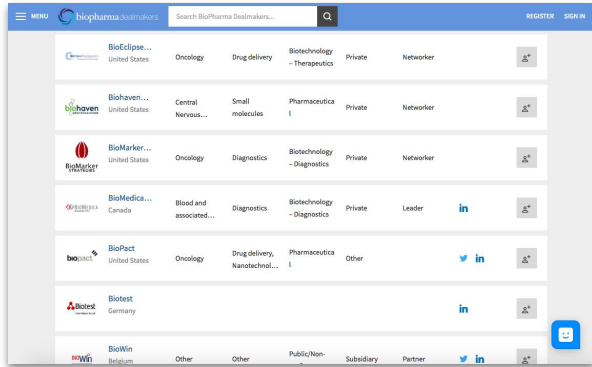
Powerful analytics demonstrate what content resonates, and specifically which delegates have engaged with what

Clients can collect high quality leads to send behavior-based targeted follow ups

Direct customer insight via feedback, Q&A and conversations with delegates



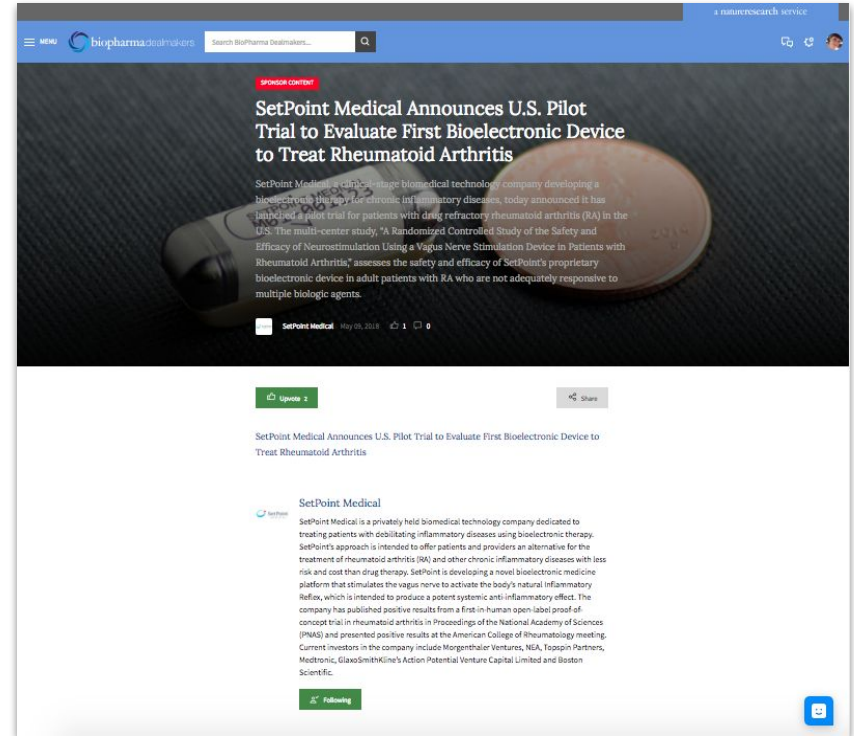
Case Study: Multi-Sponsor Content Marketing Directory



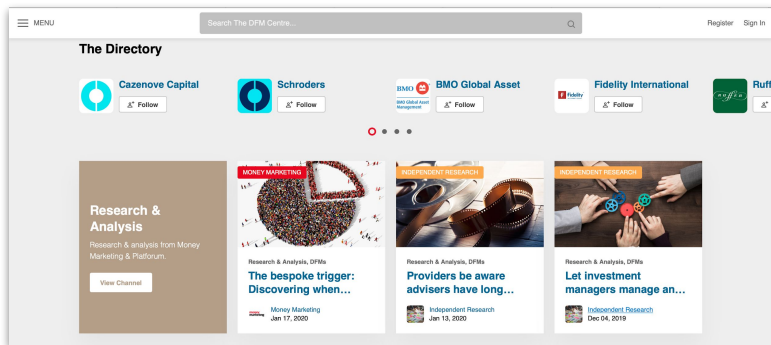
Biopharma Dealmakers

<https://biopharmadealmakers.nature.com/>

Operated by Springer Nature, Zapnito has taken *Biopharma Dealmakers* from being a static, display advertising-funded microsite to an interactive sponsorship-funded product for biopharmaceutical firms looking to attract partners. Firms pay to be listed in a searchable directory and promote their expertise via content marketing. High-quality editorial attracts their target audience.



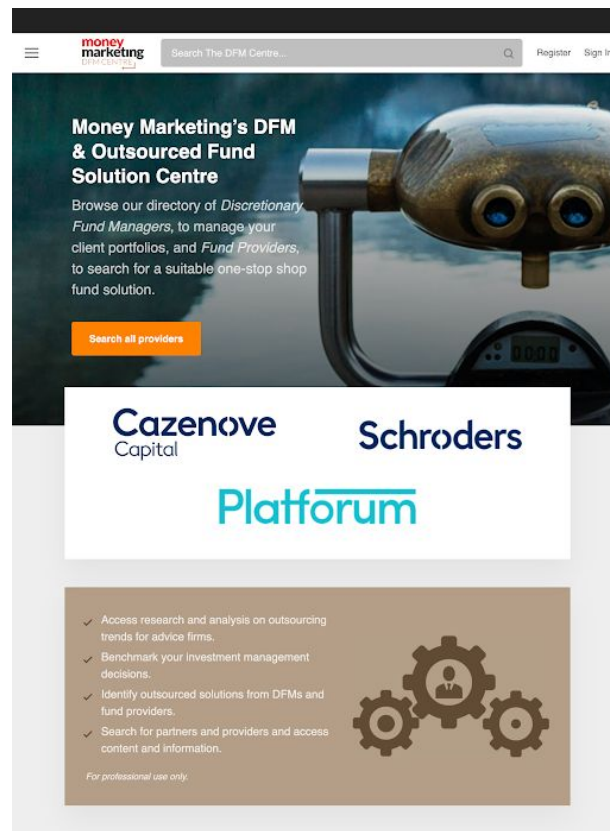
Case Study: Multi Sponsor Expertise Hub



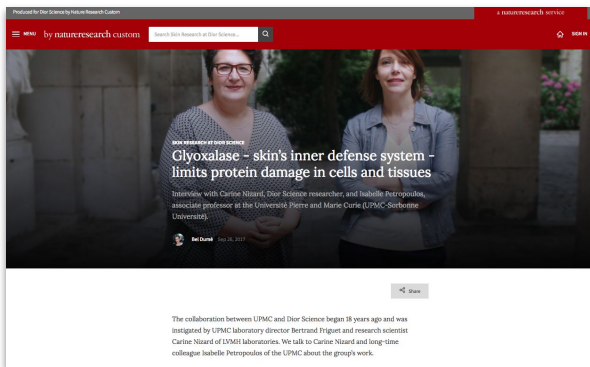
The DFM Center

<https://dfm.moneymarketing.co.uk>

Operated by Money Marketing, the DFM Center is a resource hub for financial advice firms seeking research and analysis on outsourcing trends and solutions. Sponsored by fund managers and providers like Cazenove Capital and Schroders, the platform allows advisers to search and filter potential partners and providers based on clients' requirements and start a private enquiry.



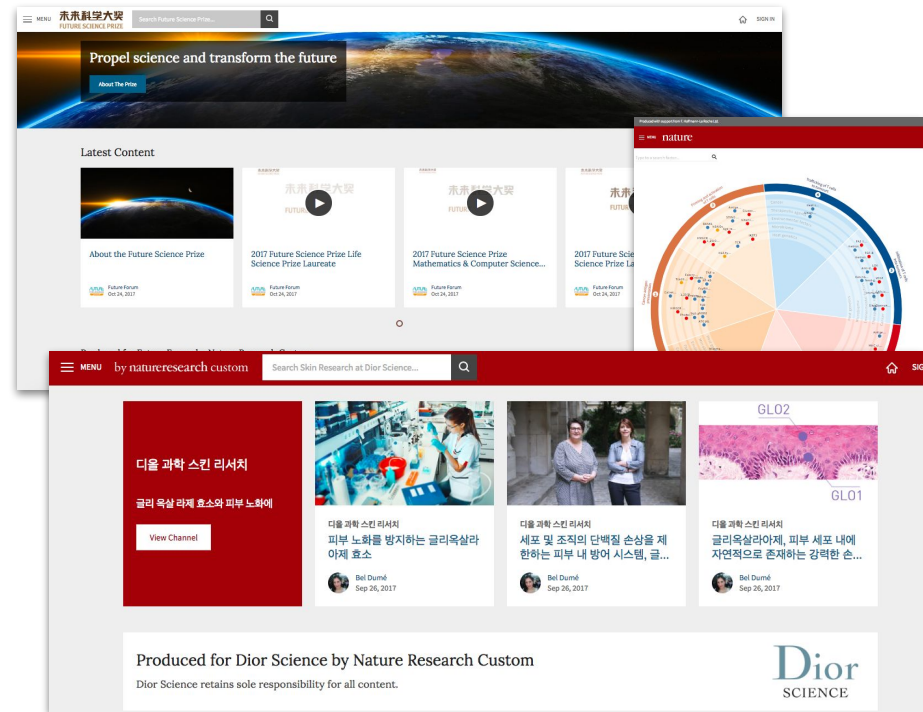
Case Study: Microsites for Shorter-Term Expertise Promotion



Springer Nature microsites

Example: <https://cancer-immunity.nature.com/>

Zapnito expertise hubs can be set up in hours and launched in weeks - with no need for development resource from you - making them ideal for shorter-term campaigns. Springer Nature has attracted a number of blue-chip clients with dedicated microsites for their thought-leadership content, including big pharma clients like F. Hoffmann-La Roche and leading brands like Dior.



Benefits

To your clients

Demonstrate thought leadership

Publish beautiful multimedia content; promote their experts and make them accessible.

Generate leads and insights

Drive registrations; use powerful analytics to understand client needs and behaviors.

Increase client loyalty and engagement

Build a community. Get closer to their audience with new tools for interaction.

Reclaim their audience from social media

Foster engagement and networking under their brand - and own the data.

To you

Fight off the competition

Win more pitches with an innovative content marketing solution.

Create new revenue streams

Monetise through advertising and single- and multi-client sponsorship.

Increase profitability

Bring new campaigns to market at a fraction of the cost of in-house production. No need for tech resource and no hidden maintenance costs.

Deliver quickly: realise rapid ROI

Set-up in hours; launch in weeks, with out-of-the-box software.

Flexible, Modular Feature Set



Multimedia content authoring



Content engagement tools



Expert profiles & following



Q&A



Conversations



Video chat



Open & private rooms



People & company directories



Courses



Access control



Ecommerce



Built-in and integrated analytics

Select the tools that fit your clients' needs

Phases to success

Building expert driven communities takes time. We believe in a phased approach to creating value for your audiences and stakeholders.



Learn

Walk

- Content development
- Learning from experts
- Discovery
- Thought leadership
- Expert development



Connect

Run

- Networking
- Questions & Answers
- Following experts
- Video Panels
- Expansion

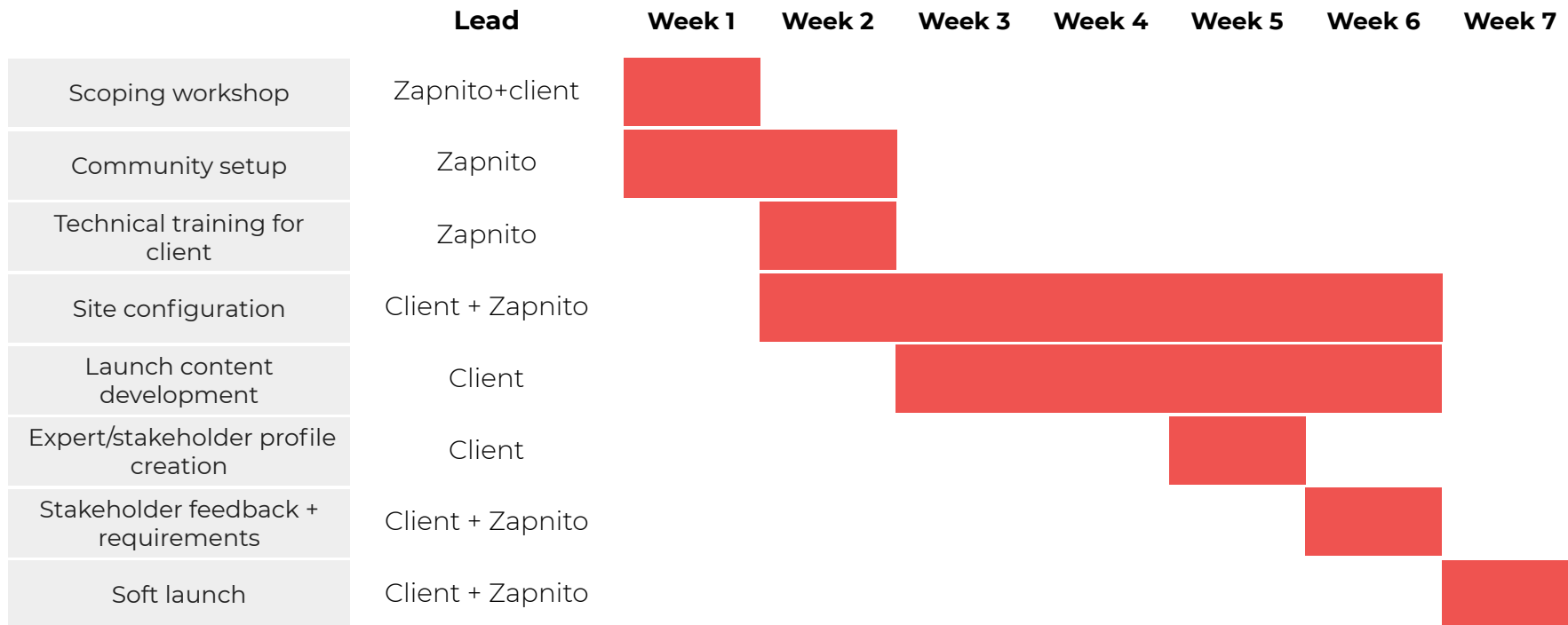


Collaborate & Contribute

Fly

- Certification
- Mentoring
- Room conversations
- Sharing ideas
- Contributing great content

Timeline to community launch



Where possible, we suggest allowing a further 4-6 weeks post soft launch before going out to a wider audience (e.g. at an event). This allows time to build engagement with the initial group of experts and ensure your team are happy with the community set up and the technical training.

Why Zapnito?

Create, share and showcase expertise

Promote the experts within your company and audience, make them accessible and give them new ways to collaborate.

Create new revenue streams

Monetise through advertising, sponsorship, subscriptions and ecommerce.

Save money

Bring new products and services to market at a fraction of the cost of in-house development.

Realise rapid ROI

Set-up in hours; launch in weeks, with out-of-the-box software.

Own your audience

Foster knowledge-sharing, networking and collaboration, under your own brand.

Increase customer loyalty and engagement

Build a community. Get closer to your audience with new tools for interaction.

Create beautiful multimedia content, from you and your audience

Publish quickly and easily. Allow your audience to contribute too, and become part of your product.



Contact Us To Get Started

contact@zapnito.com

Appendix

How organisations have created sponsored networks using Groups and Abilities

Zapnito knowledge sharing hubs create value

Offer clients access to your delegates in a more in-depth, intelligent way than live events.

+102%

Customer engagement

Average increase of 102% on engagement, with more + better opportunities to connect



Customer relationships

More touchpoints, deeper understanding of customer needs, stronger relationships



Brand value

Expand your offering, humanize your brand, bring it to life

Social and Knowledge features drive even more engagement:



Multimedia content authoring



Content engagement tools



Expert profiles & following



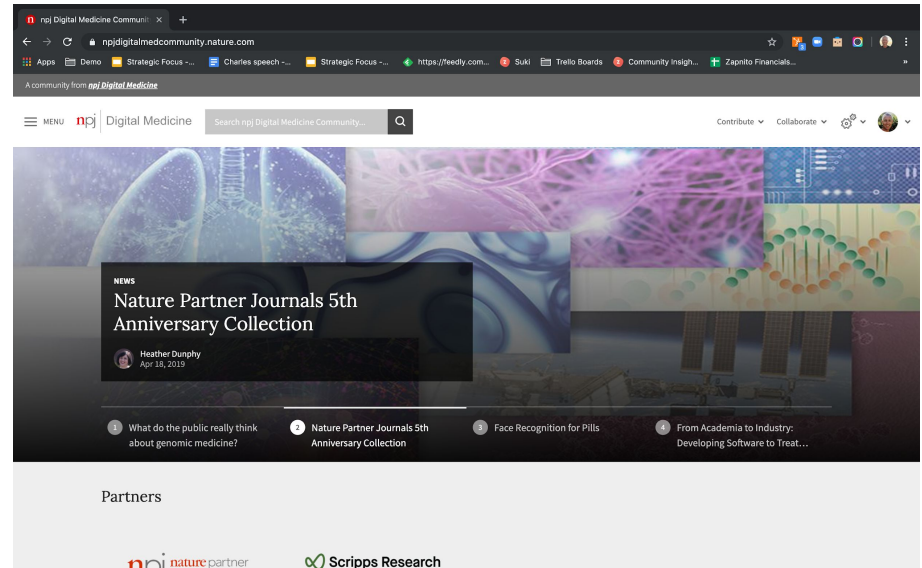
Questions & Answers



Conversations & Rooms

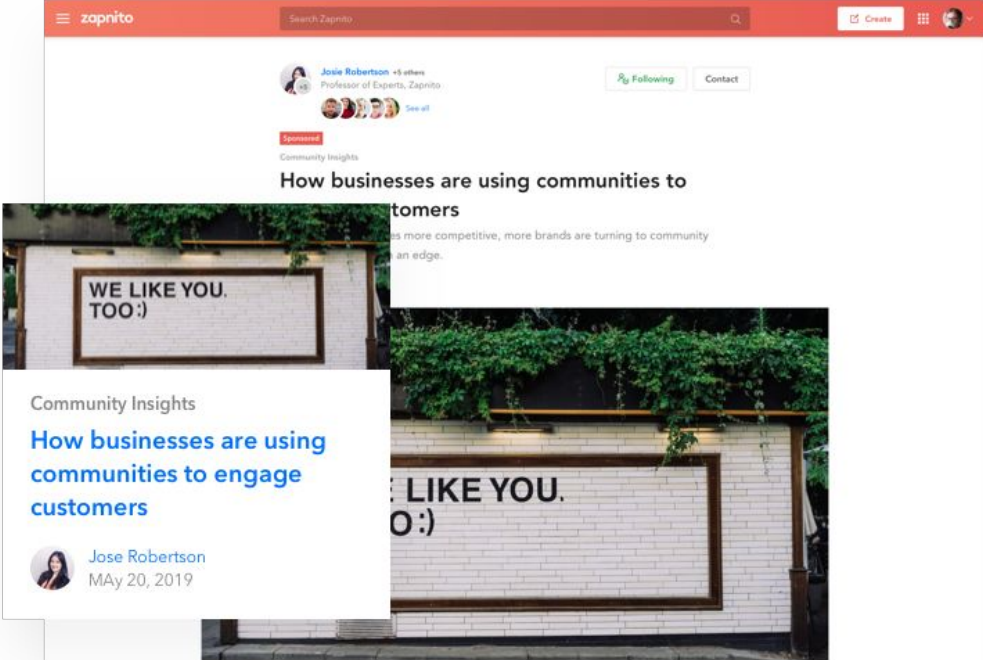


Video panels



Sponsorship

Create sponsored content or even launch an entire sponsored community. Our customization options make it easy to highlight sponsors.



The image shows a screenshot of a social media interface on the Zapnito platform. At the top, there is a red navigation bar with the Zapnito logo, a search bar, and a 'Create' button. Below the navigation bar, the profile of 'Josie Robertson' is visible, identified as a 'Professor of Experts, Zapnito'. The main content area features a sponsored post titled 'Community Insights' with the headline 'How businesses are using communities to engage customers'. The post includes a photograph of a white brick wall with a sign that reads 'WE LIKE YOU. TOO :)'. A white overlay box is positioned over the bottom left of the image, containing the text 'Community Insights', the headline 'How businesses are using communities to engage customers', and the author's name 'Jose Robertson' with a date of 'MAy 20, 2019'.

Sample Sponsorship Models

Fully sponsored sites offering a single sponsor to host and publish content to an audience and community:

Examples:

Nature Scripps Research

<https://npjdigitalmedcommunity.nature.com/>

Multiple sponsors can be added to the communities in different directories. These can be a single tiering of sponsors or multiple tiers.

Examples:

Discretionary Fund Managers

<https://dfm.moneymarketing.co.uk/>

Biopharma Dealmakers

<https://biopharmadealmakers.nature.com/>

Sample (only) Sponsorship Packages

Tier 1 (“Gold”)

- Company Profile
- Publishing of
 - a. Video
 - b. Articles
 - c. Documents
- Directory
- Channel Sponsorship
- Analytics
- Video Panels
- Answer Questions
- Room Sponsorship
- Online Courses
- Webinars
- Leads, Smart Groups

Tier 2 (“Silver”)

- Company Profile
- Publishing of
 - a. Video
 - b. Articles
 - c. Documents
- Directory
- Channel Sponsorship
- Analytics
- Video Panels
- Answer Questions

Tier 3 (“Bronze”)

- Company Profile
- Publishing of
 - a. Video
 - b. Articles
 - c. Documents
- Directory
- Analytics

Group details
Basic details to describe the purpose of the group

Name
Description

Give this group a brief description to let other admins know the purpose of the group

User Type
Select user type

Abilities
Choose what members of this group can do on Zapnito

Access & Networking [Select All](#)

- Ask a question
- Be followed
- Comment on content
- Create & edit a profile
- Download documents
- Follow users
- Invite users
- Join a video panel
- Send/receive messages
- Share content
- Upload content
- View premium content

Courses [Select All](#)

- Access an activity
- Access course content

Publishing [Select All](#)

- Access personal analytics
- Add poster images
- Answer a question
- Appear in latest content
- Appears in weekly digest
- Start video panels
- Publish intro content
- Publish to a room
- Publish PDF profiles

Custom user groups

Create custom groups to control who can do what on your site with sophisticated abilities management covering content creation, networking and administration permissions.