



WEBINAR BROCHURE

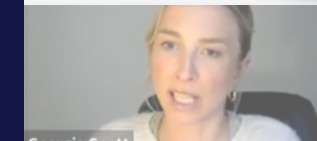
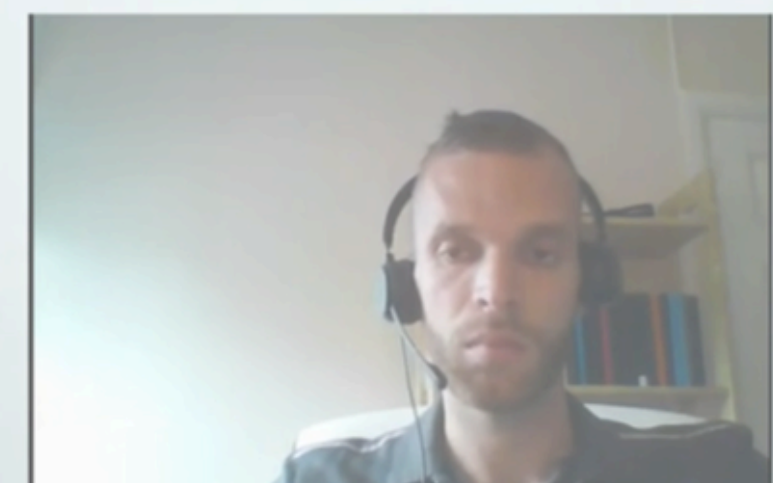
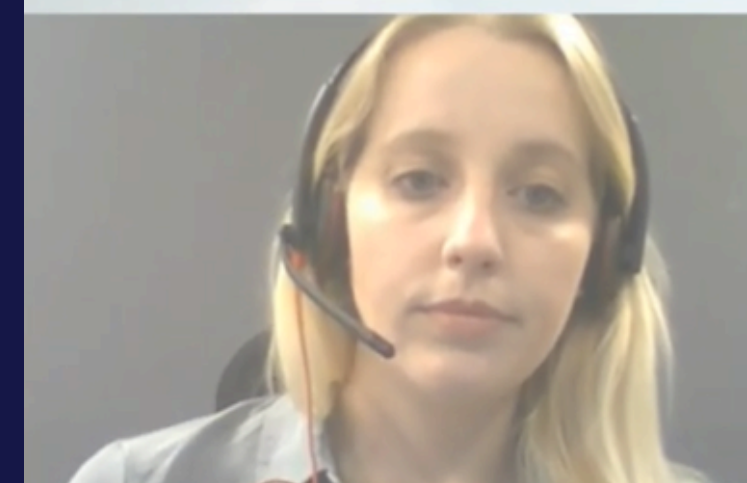
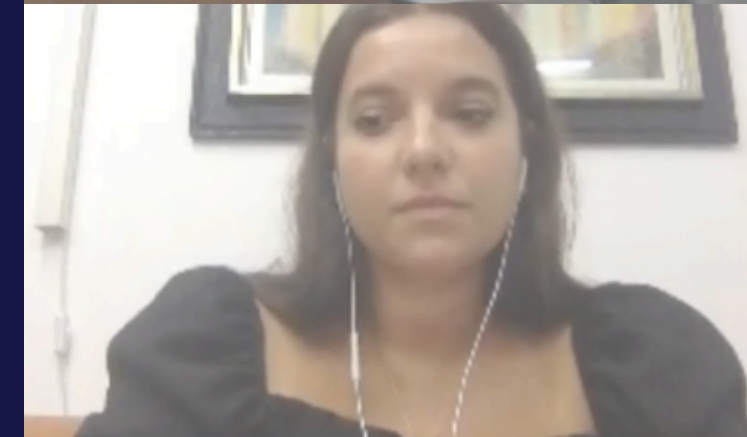
Brought to you by the organisers of:

IRX

13 & 14 May, 2025
NEC, Birmingham

DIGITAL CUSTOMER EXPO

1 & 2 October, 2025
ExCeL, London

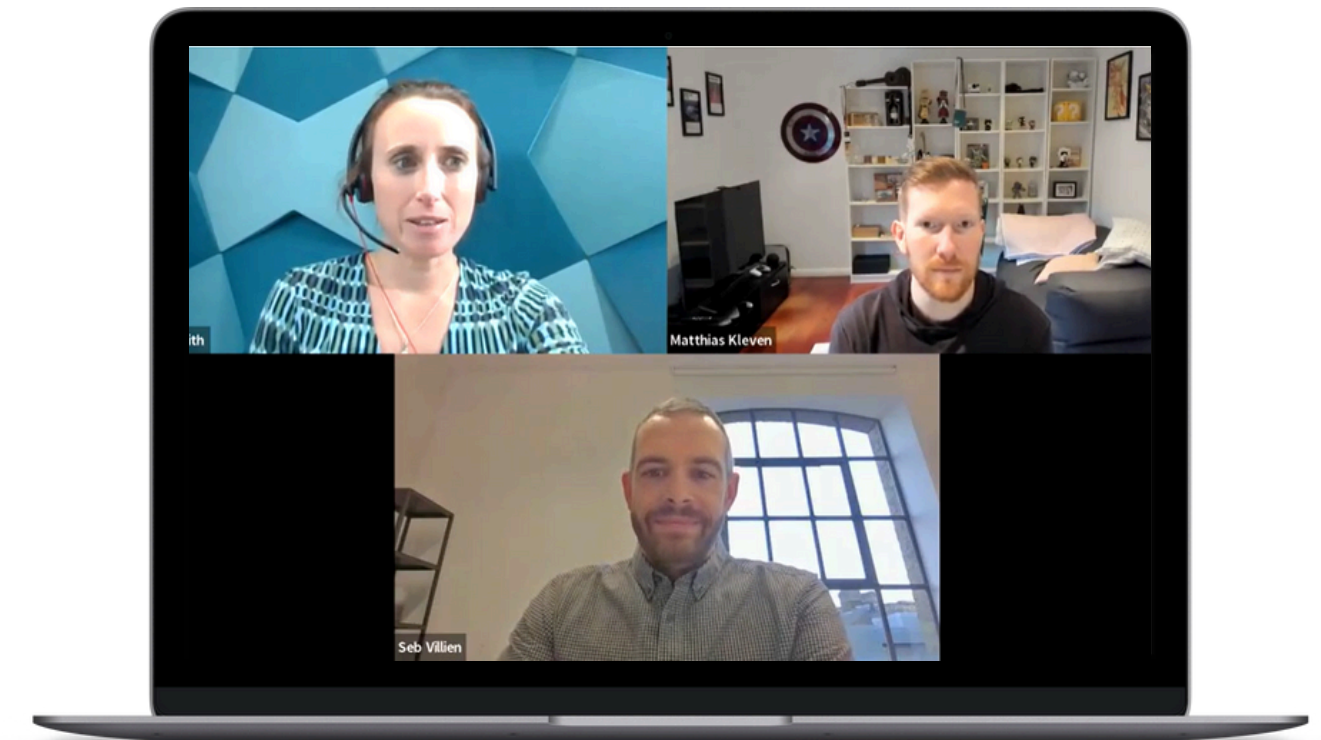


Host a webinar with IRX

As the organisers of two large expos, IRX has an unparalleled database full of engaged leaders in retail, financial services, travel and hospitality.


If you want to boost your business's reputation and reach a wider audience, a webinar is a unique opportunity to connect, educate and engage with new and existing customers. We will leverage our extensive resources to help you become a go-to authority in your field, and put you at the forefront of potential buyers' minds.

Partner with IRX today and watch your business thrive in the exciting world of eCommerce.











What you will receive:

- **Expert voice:** Position your speaker as a leading authority in the field, enhancing your credibility and influence.
 - **Pre-event buzz:** Ignite anticipation with targeted email promotions reaching thousands of active industry professionals, generating excitement and anticipation for your webinar.
 - **Prime visibility:** Your logo will prominently feature on the IRX webinar page on www.internetretailingexpo.com
 - **Additional exposure:** Extend your brand's reach through inclusion in our monthly newsletters, ensuring widespread visibility and recognition.
 - **Amplified reach:** Harness the power of social media with dedicated posts and custom web banners, exponentially expanding your audience and engagement across various platforms.
 - **Actionable insights:** Gain invaluable access to comprehensive webinar registration and attendee data (GDPR compliant), empowering you to nurture leads and gauge campaign effectiveness with precision.
 - **Additional engagement:** After the webinar we will run an engagement campaign to follow up with a) those that didn't register b) those that registered but didn't attend c) those that registered and attended. This might include an additional push to watch the webinar on-demand or share a white-paper or report.
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A look at the stats

Over the past 12 months we have hosted a number of webinars on behalf of our sponsors. We will work with you to ensure we tailor the audience to your ideal customer profile.

	Driving eCommerce sales and loyalty in a downturn	675 registrations
	Three findings on consumer shopping that will shape retail in 2024	148 registrations
	5 ways to use AI to grow your eCommerce revenue	283 registrations
	Regaining profit margins and diversifying revenue streams	121 registrations
	How to be agile in today's commerce landscape	394 registrations
	Latest technology innovations that can mess with your marketing	141 registrations
	What is going to separate the winners from the losers in 2024?	163 registrations

The opportunities

Stand alone webinar: Across the year we host a number of webinars. This is a solus opportunity to showcase your solution to the IRX database and beyond.

Available months: February, March, June, July, August, October, November

COST: £10,500

Webinar week: In January 2025, we will host a week of webinars running from Monday afternoon through to Friday morning.

COST: £8,000

Webinar week example timetable

	AM	PM
Monday	-	Leveraging marketing automation for a market-leading, omni-channel customer experience
Tuesday	Cutting card abandonment: Increasing conversion by offering customers choice	Winning with returns: Turning returns from a cost centre to a profit centre
Wednesday	Personlisation at scale	Using feedback to improve customer experience and increase customer loyalty
Thursday	Customer demands vs reality in delivery	The importance of digital experience in driving sales
Friday	Using AI to predict customer behaviour to drive revenue and retention	-

Get in touch

With only a limited number of webinars on offer, don't hesitate to get in touch to find out more and book your webinar!



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