

AIN 2020 WEBINAR CASE STUDY

The AIN webinar series cultivates a variety of topics that educate and engage our audience.



IN 2020 AIN PRODUCED 10 WEBINARS DESIGNED TO:

- » Build Brand Awareness
- » Establish Thought Leadership
- » Drive Engagement
- » Generate Leads

TOPICS INCLUDED:

- » An Expert Take on Cybersecurity for Business Aviation
- » New Trends in Aircraft Interiors
- » A Business Aviation Update from Trusted Advisors – Separating Fact from Fiction
- » The Value and Benefits of an Engine Maintenance Program
- » How Business Aviation Can Survive the Covid-19 Pandemic and Thrive Beyond It

EXPECTATIONS AND PERFORMANCE



REGISTRATIONS

“How Business Aviation Can Survive the Covid-19 Pandemic and Thrive Beyond It”

Expectation
250

ACTUAL
1053



ATTENDEES

“How the Aviation Training Industry is Coping with the Covid-19 Pandemic”

Expectation
35%

ACTUAL
66%



STAY TIME

“The Value and Benefits of an Engine Maintenance Program”

Expectation
50 minutes

ACTUAL
1 hour 7 min.



ENGAGEMENT

(AVG. INTEREST RATING)

“Using FOQA Flight Data Intelligence to Improve Pilot Performance and Encourage Flight Safety”

Expectation
49

ACTUAL
71

SUMMARY

AIN's webinar series attracted over 4,000 registrants for their sponsors.

- » 10 webinars
- » 4,120 registrants
- » 55% average attendance rate
- » 54.1 average attentiveness
- » Average number of questions asked per webinar: 27.9

TESTIMONIAL

“An AIN webinar was a home run for us. Professionals helped us to shape the messaging and the event and provided top-notch marketing support. The webinar attracted many attendees, and their contact information proved invaluable to us. We look forward to presenting these AIN events several times this year.”

— Jay Mesinger, CEO/President, Mesinger Jet Sales

