

# Intelligent Transport



## REACHING YOUR AUDIENCE

With industry events being cancelled and travel restrictions being put upon both companies and individuals, reaching your audience at this time has never been more difficult. This is where *Intelligent Transport* can help you in reaching your audience and optimising your marketing budget.



Have you considered a virtual gathering by Webinar?

We offer integrated advertising packages which can help you raise your profile, demonstrate your expertise and generate prospective sales leads

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THE LATEST  
MEDIA  
PLANNER



### WEBINARS

With the inclusion of interactive polls and Q&A's you can still maintain the interactivity of your audience via a webinar. Your audience can join live or on-demand post the webinar enabling you to reach the audience in real-time and post event, irrespective of geographical location.

**92%** of GoToWebinar users agree a webinar is the best way to engage a large remote audience. So, there is no need to worry about those travel restrictions.\*



*The webinar we had with Intelligent Transport really exceeded our expectations. Not only were the number of registrants really high (600+) but the quality of participants was right. We are definitely including this tool in our lead generation strategy*

Don't just  
take our  
word for it...

 moovel



VASILIKI BARAKAKI  
Brand Marketing Manager  
Moovel (REACH NOW)





# 10 GREAT REASONS TO PARTNER WITH US

- 1 Use the webinar as a platform to launch new products and services
- 2 Ensure that your company is front of mind when buying decisions are taken
- 3 Connect and engage with your target audience
- 4 Differentiate yourself from competitors with strong brand presence
- 5 Demonstrate thought leadership in front of heads of industry
- 6 Increase your brand profile and share your capabilities and experience with a captive audience of leading industry professionals
- 7 Foster loyalty with existing clients
- 8 Grow your audience with increased reach, impact and accessibility
- 9 Transcend geographical boundaries
- 10 Generate new business

## WEBINAR CASE STUDY



LIVE WEBINAR

20 MARCH 2019

WEBINAR TITLE

Mobility-as-a-Service (MaaS)  
- creating smarter, more liveable cities

SPEAKERS

**MATTHEW CLARK**  
New Mobility Specialist, Steer  
**THOMAS FRIDERICH**  
Head of Business Development, MOOVEL (Reach Now)

KEY ATTENDEES

Senior Transportation Planner, **AECOM**  
Strategy Analyst, **ARRIVA**  
Senior Policy Advisor, **DEPARTMENT FOR TRANSPORT**  
CTO, **FUJITSU**  
Project Manager, **SIEMENS MOBILITY**

**231**  
LIVE ATTENDEES

**658**  
TOTAL REGISTRANTS



Additionally, we can also offer integrated advertising packages which can further help you reach your audience.



## CONTACT THE INTELLIGENT TRANSPORT TEAM TODAY



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