



LEADING TREASURY
PROFESSIONALS



SPONSOR AN ACT AUDIO OR VIDEO WEBINAR

Over the last four years the ACT has produced over 40 sponsored audio and video webinars – giving our treasury community valuable technical content and allowing sponsors to demonstrate their technical knowledge and thought leadership.

CONTACT

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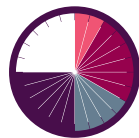
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WHY SPONSOR AN ACT WEBINAR?

- Align your business with the authentic and independent voice of treasury
- Educate the marketplace
- Engage with your target audience
- Shape the content
- Raise brand awareness
- Showcase your organisation as a digital leader
- Create a memorable long-term customer experience

HOW IT WORKS

Firstly you will need to decide whether to choose a video or audio webinar. The ACT is then responsible for driving content, speakers, programme format and acting as facilitator. Each webinar lasts 45 minutes and the format is typically:



- **5 mins** – welcome and context from the chair
- **15 mins** – technical presentation from the sponsor
- **10 mins** – case study from a corporate treasurer
- **15 mins** – panel discussion and questions

WHAT WILL YOU GET FROM SPONSORING A WEBINAR?



- Opportunity to **invite a corporate client** to participate as a speaker



- **The recording** will be available for post event viewing on the ACT website and you will receive a URL to the recording



- Minimum of two promotional emails plus a listing in the **ACT newsletter to c. 30,000**



- Promotion on the ACT's website and via **social media**



- **Contact information** for all individuals that have agreed to share their details

TheTreasurer

- Sponsorship of each audio or video webinar includes a two-page sponsored editorial article within The Treasurer magazine. **Distribution of over 10,000 copies**

PAST WEBINARS



YEARS

OF WEBINARS



OVER 40

WEBINARS



AVE. 400

REGISTRATIONS

TITLES HAVE INCLUDED

- Optimising the goals of security, liquidity and yield in today's liquidity landscape
- Cross border RMB - embracing the new norm
- Banking relationships and operational efficiency
- Cybersecurity - threats and responses
- Commonly asked questions on interest rate hedging
- Evolution of FX risk management - a journey through a company lifecycle
- Cyber risk - managing the critical challenges facing treasurers
- Managing working capital in a rapidly changing environment - challenges and opportunities for 2017



Visit [treasurers.org/webinars](https://www.treasurers.org/webinars) to listen to the recordings.



SUGGESTED TOPICS FOR 2017

The ACT content experts have identified some strategic and technical topics which we will be covering in 2017. Here are a number of suggested webinar topics:

- Financial reporting update: IFRS9 (derivatives)
- Money markets funds - embracing the new reality or moving on now?
- Virtual bank accounts vs. notional pooling
- Making the most of big data - are treasuries losing out?
- FX global codes and/or UK sterling code - regulation through the backdoor?
- Cyber fraud - securing the treasury
- Brexit - an update 12 months on
- Supply chain finance - the case for treasurers
- FX volatility
- Sanctions - developing strategies for Iran, Cuba and Myanmar
- KYC/KYB
- Financial reporting update: IFRS16 (leases)