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**

Denis Murphy  
Sponsorship Director  
dmurphy@treasurers.org  
+44 (0)20 7847 2581
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

The Treasurer

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

Visit treasurers.org/webinars to listen to the recordings.