

Wiley's Digital Events

Connect on a deeper level with your target audience!

Educating audiences is a critical cornerstone of an impactful marketing approach. Providing thought leadership, whilst demonstrating how your brand can effectively solve problems can provide meaningful insight to industry professionals in their daily practice.

Our digital event solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

Content habits and preferences of professionals and researchers show¹



94%

have read a journal article in the past 12 months



78%

like journal content to stay up to date



50%

The challenge: **only 50%** find the time to actually engage with content

**Webinars and Virtual Events
are on the rise**

¹ Source: A Wiley survey among 610 scientific professionals

Take the opportunity to promote your brand with Wiley's Digital Events

Sponsor a Webinar or Virtual Event to strategically position your brand alongside trusted, relevant content.

Engage, connect, and interact with your audience and key external experts in innovative ways.



Attract the attention you desire

With influential speakers, relevant content, and professional execution, your message is more likely to resonate. Deliver influential educational programs and connect with your audience.

Webinars



Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a Webinar with Wiley. Engage target audiences in a familiar online Webinar environment on topics of your choice.

Virtual Events



Connect and engage with target audiences around important conferences via our credible, independent channels. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions.

Digital events contribute to your audience and drive value for your brand:

- Increase visibility and trust with our subject experts, peer-reviewed publications, and society partnerships
- Support and foster high-level scientific discussions on a topic that's relevant to you
- Drive awareness and attendance with our optimized registration and dedicated marketing activities
- Get editorial, production, and marketing support from a single partner experienced in a broad range of scientific and industry subject areas

More Information

Interested in learning more? For more information, please visit **corporate.wiley.com**

About Wiley

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the cycle of knowledge in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

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