



# SPONSOR PROSPECTUS 2020

# SERVING THE THIRD SECTOR

Adult lifelong learning represents a third sector of education, much larger than K-12 and higher education. We've dedicated our careers to serving the third sector, and a great deal of the work we've done has been possible because of sponsorships from companies like yours that recognize the critical importance of lifelong learning in our current world as well as the tremendous opportunity the market for adult lifelong learning represents.

In 2020, we will focus more than ever on ways we can provide high-quality exposure and lead-generation opportunities for companies serving the third sector. The sponsorship opportunities highlighted in the following pages include not only our established podcast and Webinar series but also a line-up of executive briefings and a new learning platform demonstration event that will launch in fall 2019.

As always, the topics and the promotional efforts for our sponsored offerings are targeted at people in decision-making roles at organizations that create, market, and sell educational experiences to adult lifelong learners. And, as always, we're committed to working with you to ensure you get the highest possible return on investment from sponsorship.

The third sector is a critical part of today's world, and we know learning businesses truly appreciate and value the companies that support and serve it. So do we.

To work with us as a sponsor, review this document, then e-mail us at [sponsor@tagoras.com](mailto:sponsor@tagoras.com) about which opportunities are of interest to you.

We encourage you to act fast, though, as the sponsorship opportunities tend to go quickly.

*Jeff Cobb & Celisa Steele  
co-founders & managing directors*



# PODCAST

**Opportunity:** Prominent placement in evergreen audio and Web content (12 4-episode packages available, 1 per month)

**Investment:** \$5,000 per package (\$9,000 for 2, \$12,000 for 3)

Launched in August 2015, the Leading Learning Podcast ([leadinglearning.com/podcast](http://leadinglearning.com/podcast)) aired its 200th episode in August 2019. Over the past year, the podcast's episodes were downloaded nearly 44,000 times.

New episodes are released weekly, on Tuesdays. Podcast interviewees include learning leaders like Marla Weston (CEO of the American Nurses Association) and Scott Wiley (CEO of the Ohio Society of CPAs) and thought leaders and best-selling authors like Dan Pink, Francesca Gino, Robert Cialdini, and Ellen Langer, who offer their perspective on the role of lifelong learning in today's world and what it takes to succeed.

In addition to the interviews, co-hosts Jeff Cobb and Celisa Steele devote episodes to discussing essential issues and trends, like artificial intelligence, the four Ps of marketing, adult learning theory, and pricing educational products.

The audience for **podcasting has grown significantly in the past year.**

Today, 51 percent of Americans over 12 years old have listened to a podcast, 32 percent have listened in the past month, and 22 percent in the past week.

— *The Podcast Consumer 2019*

“Leading Learning is **outstanding!** If you work at the intersection of education and business, especially in the association world, you need to check out this podcast. I get **actionable insights** from listening and, equally as important, it **inspires me** to think of new ideas and new opportunities. It's easily **a must-listen podcast.**”

As the sole podcast sponsor for your four-episode package, you receive many benefits:

- Your company or product logo in the online show notes (pages on the Leading Learning site that provide a detailed synopsis of each episode)
- Link to your preferred URL from each episode, creating valuable backlinks (for SEO) from a site that clearly targets people who work in the business of lifelong learning
- Verbal recognition and thanks during the sponsored episodes, including one of the podcast hosts reading a description of your company, products, and/or services
- Mention of your desired URL and call to action
- Ability to link to the podcast recording for sharing and social media amplification—the episodes are enduring content that attract traffic long after they initially air
- Mention in at least two e-mails to our lists along with your call to action

Our promotional efforts will include, at a minimum, the following:

- Featuring the podcast in the monthly Leading Learning e-newsletter published by Tagoras
- E-mails to the Tagoras lists
- Announcement on the Leading Learning site
- Repeated posting on the Leading Learning Twitter feed and other social media channels
- Campaigns, both organic and paid, to promote the podcast across our relevant social media profiles

“Interviews are concise, **thought-provoking**, and provide **practical advice** for going beyond thinking into taking action. If **continuing education, professional development, lifelong learning** or learning at large are part of your business, then **this podcast is definitely worth listening to.**”



Google is now including podcasts in search results.

—announced at the 2019 Google I/O developer conference



“I always appreciate the **great show notes**, so that I can listen on the go and follow up with the notes to record my key take-aways.”

“**WOW. The Leading Learning Podcast is flat out awesome.**”

“I regularly take a moment to reevaluate which content **contributes the most to shaping my thinking.** Jeff Cobb and Celisa Steele’s **Leading Learning Podcast** always makes the cut.”

**54%** of podcast listeners are more likely to consider buying an advertised product.

—The Podcast Consumer 2019

# PODCAST

PROMINENT PLACEMENT IN EVERGREEN CONTENT

# WEBINARS



**Opportunity:** High-quality lead generation via a targeted, 1-hour Webinar (8 available)

**Investment:** \$5,000 per Webinar

Introduced in 2013, the Leading Learning Webinars remain one of our most popular offerings and represent a valuable opportunity for sponsors to generate high-quality leads.

The Webinars are free to registrants and focused on topics our research has consistently shown to be of strong interest to learning business professionals. These include LMS selection, pricing, strategy, market assessment, learner engagement, and emerging trends. We plan to run Webinars on each of those topics in 2019 and will offer the LMS selection Webinar twice. We will also cover one additional topic to be determined by our ongoing research.

Registration for recent non-LMS selection Webinars has averaged 217 individuals. Registration for the most recent LMS selection Webinar was 128.

Webinars typically take place from 1 to 2 pm Eastern on Thursdays; specific dates are to be determined. Tagoras will handle the registration and delivery logistics. One or both principals of Tagoras—Jeff Cobb and Celisa Steele—will lead each Webinar.



That was an **EXCELLENT Webinar**. I saw a colleague mention you and your Webinars. I normally don't have time for these. Luckily, I had a free afternoon, and I am so glad that I did.

Your Webinar **helped me a great deal with a challenge** I am having with a committee. It gave me some **good ideas** to help them approach their programs in a more **efficient manner**. Thank you very much.



“Great Webinar! Engagement is such an important topic. I ‘inhale’ everything I can on the topic.”

As the sole sponsor for a Webinar, you receive these benefits:

- Your company or product logo or name on marketing materials for the Webinar, including the registration page
- Opportunity to provide a script for one of the principals of Tagoras to read about your company, products, and/or services during the Webinar and one to three slides to support the script
- Verbal recognition of and thanks for your sponsorship at least twice during the Webinar
- Text-based recognition of and thanks for your sponsorship at least twice in the Webinar chat, including a link to your preferred URL
- Registration list for the Webinar, including e-mail addresses
- Acknowledgment of your sponsorship and link to your preferred URL from the download page for the Webinar recording
- Copy of the Webinar recording—brief snippets may be made available publicly, or gate it to share it in its entirety

Our promotional efforts for Webinars will include, at a minimum, the following:

- Announcement of the Webinar on the Leading Learning Web site, including acknowledgment of your sponsorship and a link to your preferred URL, a minimum of 30 days in advance of each Webinar
- Multiple e-mails to the Leading Learning list, including acknowledgment of your sponsorship in most e-mails, beginning a minimum of 30 days prior to each Webinar
- Announcement of the Webinar via Leading Learning social media profiles (e.g., on Facebook, Twitter, and LinkedIn)
- Development of swipe copy for you to use in promoting the Webinar via e-mail and social media

“

You provided an **exceptional** presentation yesterday on learning engagement.

”

**Wow!** That was a great Webinar!  
**Thank you for your insight!**

**73%** of marketing and sales leaders say  
**Webinars are one of the most effective ways to generate high-quality leads**

(ranking only behind small executive events, 77%).

—Optimal Lead Generation Methods  
report published by InsideSales.com

# WEBINARS

## HIGH-QUALITY LEAD GENERATION

# EXECUTIVE BRIEFINGS



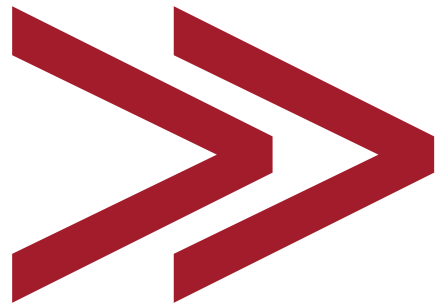
For more than a decade Tagoras has been a valued provider of independent research focused on topics important to organizations in the business of lifelong learning. In 2020, we plan to continue this tradition through the introduction of research-based executive briefings.

Executive briefings will be concise, highly visual, and geared to equipping learning businesses to take action on the topic covered in the briefing. The topics we plan to cover in 2020 are best practices in adult lifelong learning, pricing of educational products, and key learning technology trends.

Content for the briefings will be based on a combination of a review of existing research and solicitation of input from the Tagoras audiences. Our aim is to create content that cannot be found anywhere else and that will be referenced repeatedly and shared within and among learning businesses.

**Opportunity:** Association of your brand with industry-leading research (3 available)

**Investment:** \$10,000 per briefing



“Celisa and Jeff bring **so much knowledge** in this space. I really value their **insights and vision.**”



What a **fantastic job**.  
**This report is invaluable.** ”

“ I just wanted to **thank you** and your team again for the *Association Learning + Technology* report. It was **helpful** in gauging where the association I work for is in comparison to other associations. Thank you and keep up the **great work!** ”

As the sole sponsor of a briefing, you receive these benefits:

- Your company or product logo on marketing materials for the briefing, including the download page
- Your company or product logo on the briefing cover
- Acknowledgment of your sponsorship in the press release for the briefing, including “About” information
- Opportunity to include a full-page ad in the briefing
- Opportunity to author a one- to two-page commentary on the topic or data that will appear as part of the briefing
- Opportunity to include a one-page “About” section on your company in the briefing
- Opportunity to make the briefing available on your company’s Web site

Promotional efforts for briefings will include, at a minimum, the following:

- Multiple dedicated e-mails to Leading Learning subscribers about the briefing, including acknowledgment of you as the sponsor
- An SEO-optimized download page on the Tagoras Web site for the briefing, including acknowledgment of your sponsorship and a link to your preferred URL
- Press release about the briefing via PRWeb or a similar service
- Announcement of the briefing via Leading Learning social media profiles (e.g., on Facebook, Twitter, and LinkedIn)
- Development of swipe copy for you to use in promoting the briefing via e-mail and social media

INDUSTRY-LEADING RESEARCH

**BRIEFINGS**





# LIVE REVIEW

In the past we've included a day of online demonstrations as a component of our annual Learning • Technology • Design (LTD) virtual conference. Because our audience clearly values convenient access to demonstrations, we've decided to offer a standalone event, Live Review, that will be associated with our ReviewMyLMS brand.

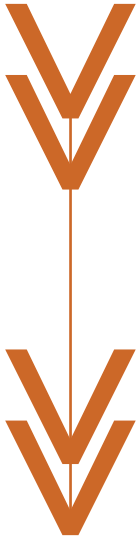
As in the past, participating vendors will have the opportunity to demonstrate their platform to a group of attendees who are clear candidates for the purchase of a learning platform, whether immediately or in the future. To help ensure attendees are serious about participating in the event, we plan to charge a nominal registration fee. Additionally, each demonstration session will be open only to prospective buyers—competing firms will not be allowed to attend or access your demonstration.

The event is scheduled for October 29 and 30, 2019, and will take place completely online.

**Opportunity:** Live online demonstration for qualified prospects

**Investment:** \$1,495



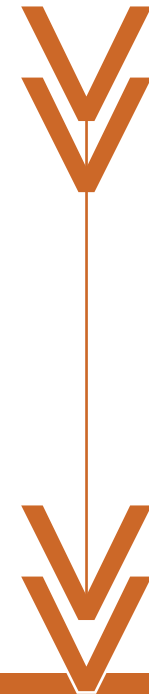


As a Live Review sponsor, you receive these benefits:

- Opportunity to offer an online product demonstration of up to 45 minutes, including Q & A
- Recording of your demonstration session—brief snippets may be made available publicly, or gate it to share it in its entirety
- Your company logo and/or name and a brief description of your company on the event Web site with a link to your preferred URL
- Page on the event Web site, where you can share information about your products and services
- E-mail addresses for registrants who opt-in to receive vendor communications

Our promotional efforts for Live Review will include, at a minimum, the following:

- Multiple dedicated e-mails about the event to our relevant e-mail lists (e.g., Leading Learning, ReviewMyLMS, and Learning Revolution)
- Press release about the event via PRWeb or a similar service
- Campaigns, both organic and paid, to promote the event across our relevant social media profiles
- Development of swipe copy for you to use in promoting your participation in Live Review via e-mail and social media



# LIVE REVIEW

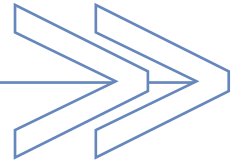
DEMO FOR QUALIFIED PROSPECTS

# REVIEW MY LMS



**Opportunity:** Premium placement on a targeted LMS review site

**Investment:** \$5,995 per year



We launched ReviewMyLMS in collaboration with 100Reviews in late 2017 because we saw the need for a user-generated review site focused specifically on learning platforms that are a good fit for organizations that market and sell lifelong learning.

There are now nearly 200 reviews on ReviewMyLMS, and we recently took over full ownership of the site. Going forward, we will invest significantly in attracting new reviews and making ReviewMyLMS the go-to resource for market-facing learning businesses searching for a new LMS.

For companies that want to connect with the learning business market and not get lost in the shuffle of large, generic review sites, ReviewMyLMS offers a competitive edge.

As a ReviewMyLMS sustaining sponsor you receive many benefits:

- Your company name and number of reviews listed above non-sponsors on the listings page ([reviewmylms.com/listings](https://reviewmylms.com/listings))
- Special visual treatment of your listing on the listings page
- Ability to provide and update a more detailed company profile on ReviewMyLMS
- An 80% discount off Review Live—you can participate for only \$299, saving you nearly \$1,200

- Access to read all reviews on ReviewMyLMS for one user account, a \$99 value
- Consultation session (via phone or Web at a mutually convenient time) of up to 45 minutes with Tagoras principals Jeff Cobb and Celisa Steele to get feedback on your strategy, marketing, technology (existing product or product road map), or a similar topic
- Acknowledgment as a sustaining sponsor in e-mails sent to promote ReviewMyLMS



Our promotional efforts for ReviewMyLMS will include, at a minimum, the following:

- Ongoing communications to our relevant e-mail lists to drive qualified traffic to the site
- Ongoing campaigns, both organic and paid, to promote the site across our relevant social media profiles
- Banners on our key Web properties (e.g., Leading Learning and Learning Revolution) to drive traffic to the site
- Social media broadcast to share positive reviews received by sponsors

**REVIEW  
MY  
LMS**

TARGETED REVIEW SITE

# OTHER OPPORTUNITIES

There are a number of other ways in which you can engage with us to reach new prospects and grow their business. These include the following:

- **Learning • Technology • Design (LTD)**  
In the first quarter of 2020, we will once again offer our annual virtual conference. We have not yet finalized details for the event, but our expectation is that there will once again be opportunities for companies to be patrons of the event and to participate in it. We expect to share details about LTD 2020 by November 2019.
- **Keynote speaking and facilitation**  
We have more than two decades' experience as entrepreneurs, analysts, and consultants in the market for lifelong learning. We can bring this experience to keynote presentations for your major customer meetings or in strategy sessions with your executive team, board, or key customer stakeholders.
- **Advisory services**  
We're available as advisors to help you identify new opportunities and tackle new challenges as they arise. As one of a very limited number of advisory clients, you get unlimited access by phone and e-mail to Tagoras managing directors Jeff Cobb and Celisa Steele. Optional services, like in-person meetings and feedback on key documents, may be added to ensure all your strategic needs are met. Find out more about our advisory services at [tagoras.com / advisory-services](https://tagoras.com/advisory-services).

“ Only a week after the conference, I am already implementing new design, delivery, pricing, and marketing tactics, all a direct result of attending LTD. It was **hugely beneficial**. ”

“ Jeff Cobb draws on a **depth of experience and expertise** to address a topic that is critical to trade and professional associations. How successfully we navigate the **future of learning** will have a huge impact on the level of **value we are able to provide** to our members and to society. ”

# NEXT STEPS

We view our work with sponsors as a collaboration to grow your business while also supporting and growing the third sector. With that in mind, we have expectations for our sponsors:

- You provide us with all necessary input and materials on a timely basis.
- You collaborate with us to actively co-promote any offering you sponsor. We aim to bring significant value to the broader learning business community with our sponsored offerings and are most interested in working with sponsors committed to promotional efforts.

What you can expect from us is a strong commitment to maximizing your return on investment.

If that sounds good, we'd love to talk. To get the ball rolling, e-mail us at [sponsor@tagoras.com](mailto:sponsor@tagoras.com) to let us know which opportunities are of interest to you. We'll schedule a brief phone call with you or the appropriate person on your side to go over the details of how we will serve the third sector together in the coming year.

*Jeff Cobb & Celisa Steele  
co-founders & managing directors*

