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| Summary | Full Content Control  
You develop the content, speakers and presentation to best align with your messaging; we take care of the logistics, moderation, marketing and production.  

| Topic | Topic is chosen by sponsor and agreed upon by SME  
Topic is developed through the collaboration of SME, sponsor, and presenter  

| Presenter | Sponsor is in charge of finding presenter  
Presenter is found by SME and is agreed upon by the sponsor  

| Content | Content is developed entirely by sponsor  
Content is developed by SME and presenter and is approved by sponsor  

| Pros | Lower cost and greater control of content development  
Less labor intensive and rely on SME’s editorial staff to put together an amazing webinar  

Thought Leadership Association  
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