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	CUSTOM WEBINAR	EDITORIAL WEBINAR
Summary	<p>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.</p>	<p>Thought Leadership Association Decision-makers continuously seek guidance from our coverage of the latest industry and trends. Be right there as our trusted partner in an editorial webcast program that helps your targets address their most critical challenges.</p>
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