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While your prospects can't attend industry trade shows, they still engage with our content!

# "MAKING THE CASE" WEBINAR SERIES

MAY 28, 2020

## Address Pain Points of Supply Chain and Logistics Decision Makers while Showcasing Your Solutions

On May 28th, *Supply Chain Management Review* and *Logistics Management* will feature six 30-minute webcasts in our new "Making the Case" Webinar Series offering an unique opportunity to position your technology, platform or service as an essential business solution. Present a strong case for your solution by offering real day-to-day benefits, ROI, and provide prospects with solid evidence for investment.

**Format:** The first half of each webinar will focus on the current landscape of your specific market followed by the pain point your company wishes to address. The second half will focus on your solution to this pain point including sharing any case study findings.

### HIGH IMPACT EXPOSURE/LEAD GENERATION

- Marketing to 75,000 supply chain and logistics management professionals.
- Session Landing Page—attendees view the Session Webcast information and your company information including whitepapers/case studies.
- Receive buying intent information from all registrants.
- All leads from Sponsored Session webcast.
- Leads from your white paper/case study downloads.
- Webcast will be available on our Podcast page and iTunes Channel.
- Receive a complimentary MP4 copy of your session.

**NET INVESTMENT: \$10,000**

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The screenshot shows the Logility webinar landing page. At the top, it features logos for 'MAKING THE CASE Webcast Series', 'SUPPLYCHAIN MANAGEMENT REVIEW', 'Logistics', and 'SupplyChain247'. The main header for the webinar is 'LOGILITY: PLANNING. OPTIMIZED.' Below this is a large graphic with the text 'MAKING THE CASE Webcast Series Digital Transformation. AI & Machine Learning.' and a 'Sign up for this webcast today' button. A 'Streams May 4th 9:00-00 AM EST' banner is also present.

The page includes several sections:
 

- About Logility Webcast on Digital Transformation:** A paragraph explaining that supply chains are moving faster and the complexity of data is growing exponentially. It highlights Logility's platform for cognitive planning and algorithmic planning.
- Location:** 470 East Paces Ferry Road, Atlanta, Georgia, 30305. Phone: 800-762-5207. Website: www.logility.com.
- Logility News & Resources:** A list of articles including 'This is Not Your Father's Inventory Optimization', 'Download the Advanced Inventory Optimization Handbook', 'Eight Methods to Improve Forecast Accuracy in 2020', 'Top Supply Chain Challenges for Manufacturing Companies', 'Better Supply Chain Decisions with Advanced Analytics', and 'Three Checklists to Build a Successful Supply Chain Analytics Foundation'.
- Logility on Social Media:** A section for tweets and social media links.

At the bottom of the page, there is a large blue button that says 'Sign up for this webcast today' with the text 'Streams May 4th 9:00-00 AM EST. Space is limited.' Below this, contact information for Logility is provided: 800-762-5207, 978-241-9311, customer@logility.com, and www.logility.com.