



WEBINAR



The BLS Global
WEBINAR PROPOSAL

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BLS Global are a leading events and communications company who specialise in the investment immigration industry. Hosts of the **Global Investment Immigrations Summits**, they have played a pivotal role in introducing investment immigration to relatively new markets which include **India, South Africa and Nigeria**.

Part of the secret behind their successful events is their ability to reach, target and inform directly to

high net worth investors who are interested in and able to benefit from the various residency and citizenship programs on offer.

Due to the outbreak of COVID-19, many companies are looking for ways to target investors who may be unwilling or unable to meet face to face or leave their homes.

Because of this, BLS Global are offering for a limited time only to share their skills and experience in

connecting with **B2B and B2C**, both who have an interest in investment immigration and those who have not heard of it and need to be educated on the topic.

An effective tool that we use to provide information to both informed investors and those who are new investment immigration is our webinars.

Why BLS Global WEBINARS?



Webinars are a fantastic platform to provide engaging content to your audience through a live or pre-recorded stream. We offer a mixture of webinar formats, the most popular being:

LIVE – a small number of people discuss the topics at hand live, in real time, and can therefore participate with the audience and cater the information depending on audience requests in real time.

PRE-RECORDED – the content has been recorded beforehand and is then played to the audience as if in real time. This allows you to perfect your presentation before hand so you know your information is being delivered exactly how you have planned.

SIMU-LIVE – these are a combination of live and pre-recorded webinars and can offer the best of both worlds, for example the presentation is mastered and then a pre-recording is played, after which the hosts can appear live to ask any questions the audience may have in real time.

Why BLS Global WEBINARS?



- Real time participation between yourself and your target audience – gain insights you otherwise would not be able to from other formats
- Fantastic rates of engagement, long duration maximises audience emotional investment into your product
- Establish yourselves as thought leaders and cement your credibility
- Boost to brand awareness via extensive marketing of webinar in print and online platforms
- Webinar content can be shared afterward in email campaigns, social media platforms etc. via Youtube for maximum effectiveness
- Gather data via webinar registrations which include names, phone numbers, email addresses, employment information and more at your request
- Extraordinary reach – anybody with an internet connection can watch whether that be the live broadcast or the post-show recording

The Process



BLS Global will take care of the entire process of marketing and generating high quality leads to attend your webinar. This will be through a variety of marketing including print, social media, email campaigns etc. as well as direct invitations to our own comprehensive investor database.

You will receive full guidance on how to perform the webinar,

including equipment advice, presentation best practises, file formatting and more. There will be a practise session to ensure you are comfortable and fully prepared for the real time webinar if you have chosen to broadcast live. If you are opting to pre-record the webinar, we will help to shape and edit the webinar to be as engaging and effective as possible.

All data from webinar registrations will be shared with you to follow up with if you desire, complying with GDPR regulations. We can also help you upload the webinar to Youtube and share with your existing database to get the maximum returns possible.

EXAMPLES OF MARKETING



BLS
global

OVERSEAS RESIDENCY AND CITIZENSHIP PROGRAMS: ARE THEY FOR YOU?

15TH APRIL 11:30AM

Sponsored by **RANGE**

WANT TO LIVE AND WORK OVERSEAS?

Our partners will help you get to your chosen destination.

FREE WEBINAR
ON THE CURRENT STATUS OF SOUTH AFRICAN CITIZENSHIP AND HOW TO INVEST TO MIGRATE OVERSEAS

Time: 19:00 - 28th October 2019

Register for FREE at:
<https://tinyurl.com/e2usawebinar>

Or email us on events@blsmedia.co.uk for any enquiries

Part 1: Current status of South African citizenship and why many South Africans are seeking to migrate overseas.
Delivered by expert immigration attorney Ashraf Essop for Rossouws Attorneys.

Part 2: Special Spotlight on Grenada investment immigration and how to use it to access the USA's E2 visa.
Delivered by Margan Menezes, Business Development Director at Range Developments, the leading developer of Citizenship-by-investment projects in the Caribbean - Park Hyatt St Kitts and the Cabrits Resort & Spa, Kempense, Dominica.

Part 3: Alternative Residency and Citizenship program options for South Africans.
Delivered by Sam Hussain, Managing Director for BLS Global.

Contact Mr Ashraf Essop to find out exactly how we can help you.

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WANT TO MIGRATE OVERSEAS?

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Time: 20:00 - 10th October 2019

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COST



£3,500
PER DEDICATED WEBINAR

£8,000
SERIES OF 3 WEBINARS

Includes:

- Full marketing and lead generation to attend the webinar
- Assistance during the actual webinar if you would like e.g. hosts
- Guidance on best practise for the webinar
- Help uploading the recorded webinar to share via email, social media, and more.
- Logistical help in terms of hardware/software required

To discuss having your own dedicated webinar, please contact

The BLS Team

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+44 (0) 20 7241 1589



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