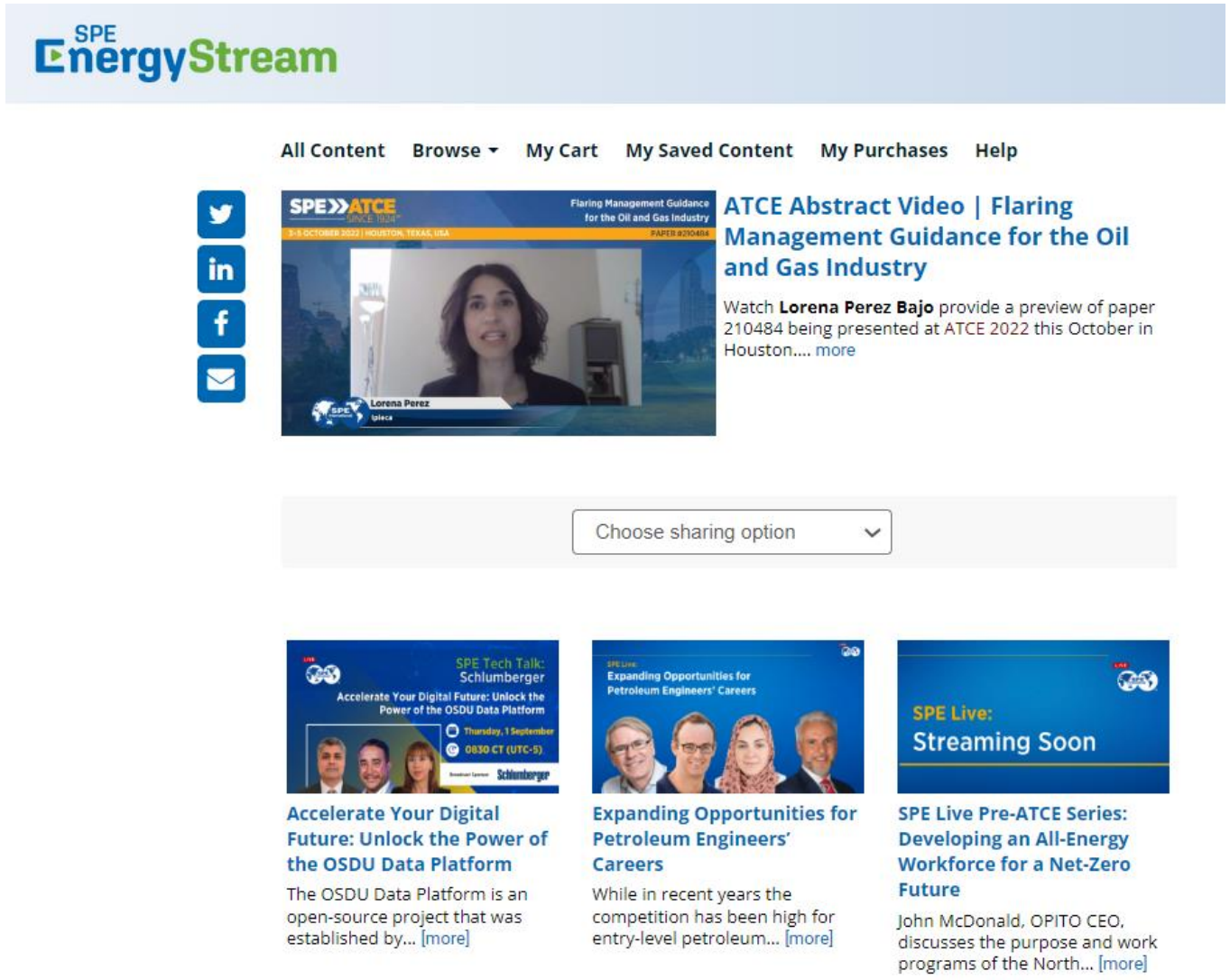
SPE Energy Stream Overview



- ✓ SPE Lives (DL, TD, ATCE, etc.)
- ✓ Tech Talks
- ✓ Sponsored Webinars
- ✓ SPE event presentations
- ✓ Educational on-demand videos

Virtual Programs Products

	SPE Live	SPE Webinar
Cost to Attend	None	Free to members/cost to nonmembers
Duration	30 minutes	60-90 minutes
Style	Conversation. Non-commercial content. Max 3 speakers (not from the same company).	Presentation-driven content. Must use SPE ppt template. Non-commercial content.
Moderation	Moderator has a key role to host the program/ask questions	Moderator introduces speaker/fields audience questions
Viewing Platform	LinkedIn, SPE Energy Stream *https://streaming.spe.org/home*	SPE's Learning Management System (webevents.spe.org)
Audience Engagement	Minimal audience questions: ~5-10 minutes Q&A	Substantial audience questions: ~30 minutes Q&A

SPE Lives and SPE Webinars have sponsored content companions (Tech Talks and Sponsored Webinars) for companies interested in reaching SPE's audiences.

Key Sponsorship Offerings

	SPE Tech Talk	Sponsored Webinar
Definition	Demonstrate your company's thought leadership on emerging technologies through a 30-minute live and on-demand broadcast produced and hosted by SPE.	Take a deeper dive into demonstrating your new product or solution. Implement a 60-minute sponsored webinar as part of your lead generation strategy.
Style	Conversation	Presentation-driven content
Moderation	Moderator has a key role to host the program/ask questions	Moderator introduces speaker/fields audience questions
Viewing Platform	LinkedIn and SPE Energy Stream	SPE Energy Stream
Audience Engagement	Minimal audience questions	Substantial audience questions
Cost to Attend	None	None
Sponsor Fee	USD – TBC by SPE Sales team	USD – TBC by SPE Sales team

Tech Talks: https://streaming.spe.org/category/tech-talks
Webinars: https://webevents.spe.org/catalog

Promo/Marketing Material

- ✓ The SPE Virtual Programs team will create marketing material for SPE Live and webinars: graphics, LinkedIn posts, SPE newsletters, etc.

- ✓ For webinars, SPE technical sections can also use this collection of templates to create their own marketing material. The collection is public and downloadable. Please notice that these templates are for SPE webinars only: https://spe.widencollective.com/c/bhfnstbh .

Information and files needed

SPE Live

At least 6-4 weeks prior to the live broadcast:

- Moderator and Speaker(s)
  - ✓ Contact Information/email
  - ✓ HD Headshot
  - ✓ Short Bio, ~1 paragraph
  - ✓ Signed release form (pdf)
- Proposed title (max 71 characters, including “SPE Live” plus blanks)
- Proposed synopsis
- Proposed talking points (5 main questions + 3 backup questions). Final talking points will be reviewed/approved during the A/V check and SPE Live flow meeting with Nathaly.

Webinar

~8 weeks prior to the live broadcast:

- Moderator and Speaker(s)
  - ✓ Contact information/email
  - ✓ HD Headshot
  - ✓ Bio
  - ✓ Signed release form (Online release form) – title must be confirmed first
- Final title (no max characters)
- Final synopsis

At least 2 weeks prior to the live broadcast:

- Draft slide deck. Slides must be noncommercial. Speakers must use the SPE ppt webinar template. Final slide deck must be approved by Nathaly.

Contact:

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