

# KBB WEBINARS

## RESULTS-DRIVEN ONLINE EVENTS

Sponsoring a KBB editorial webinar will align your brand with content for our audience, while generating a solid list of qualified leads that you own. That's right – we bring the pre-qualified leads to YOU!

### Leave the heavy lifting to us! Past sponsors have received on average 600+ leads, plus:

- Registration portal, marketing campaign (on KBBonline.com and KBB's social media accounts) and moderation/discussion are all set up, managed and promoted wholly by KBB – all you need to supply is your logo and plan for a five-minute speaking opportunity at the conclusion of the event.
- Access to all contact information for all registered attendees
- Lead reporting and analytics
- Opportunity to address audience and promote your brand at the conclusion of the webinar
- An archive of the webinar for on-demand viewing
- Association with top-quality content from KBB editors
- Sponsors can assist with topics and speakers, and all webinars will be moderated and hosted by industry-respected KBB editors.

### Further Qualify YOUR Sales Leads and Engage with:

- Interactive Polling
- Live Q&A
- Video
- Downloads/Takeaways

### Topics Available to Sponsor:

- **“Wellness for Multigenerational Living”** – What it takes to design accessible spaces for all ages – from the youngest to the elderly
- **“Having the Wellness Conversation”** – Stay current on wellness offerings and then educate clients on their value
- **“Taking a Deeper Dive into Wellness”** – Identify smart tech elements that play into the wellness equation
- **“The Healthy Home”** – Taking a look at what's important today and into the future
- **“It's Easier to be Green”** – Why it's important for designers, brands and clients to put sustainability at the top of the list
- **“Working with the Affluent Client”** – Beyond just luxury products, a deeper look into what makes this group tick
- **“All About Color”** – Balancing the act of staying timeless and adding character
- **“Getting Connected”** – Smart technology's role in wellness, sustainable and universal design
- **“Design for Multiple Generations”** – Considering the needs of all ages, accessibilities and comfort levels
- **“Kitchen & Bath Sister Spaces”** – A deep dive into the recent reliance on mudrooms, laundry spaces and powder rooms
- **“Outdoor Living”** – A new look at thriving and entertaining exterior spaces
- **“Design for Small Spaces”** – Incorporating multiple needs into less square footage
- **“Countertop Collection”** – Identifying which materials work best for your projects
- **“Digital Deviation”** – How to adapt to virtual marketing and stay ahead of the curve
- **“Let There Be Light”** – How to excel at accurately lighting your clients' kitchens and baths

**Have a topic in mind? Let us know!**

**Learn how to make this lead generation tool work for you!**

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**Or contact your KBIS representative**