
All Things Webinar

Guidelines for marketing the event and using the content

MARKETING YOUR WEBINAR FEATURING FORRESTER

In conjunction with the Citation Policy, here are the guidelines for how you can promote your Webinar. All external communications referencing the event must be reviewed by the citations team. You can contact the team by emailing a draft of your materials to citations@forrester.com.

All materials should clearly convey that the messaging is being sent by the company hosting the event – not by Forrester. We suggest using the phrase “hosted by (company name) and featuring (analyst name) of Forrester Research. Phrases such as “co-sponsored”, “teaming up”, or “joint” may not be used.

All materials must clearly identify what content is from Forrester. Client’s content must be on the client’s slide template, and Forrester’s presentation and webinar slides must contain Forrester’s copyright notice. The introductory and closing slides must be on the client’s slide template and the introductory slide must clearly convey that Forrester is a “guest” or “featured speaker”. Use of the Forrester logo is permitted as long as it is smaller and less prominently displayed than the client’s own.

As the events are not co-branded or jointly marketed, the following conventions apply:

In your materials, it is not permissible to:

- › Use the Forrester name or logo in the header, subheader, and email subject line.
- › Use citations that could be perceived to cast another vendor or its products in a negative light.
- › Imply that Forrester will be speaking about your company or products.
- › Use the Forrester boilerplate.
- › Use a custom quote attributed to Forrester or to a Forrester analyst.

In your materials, it is permissible to:

- › Use “Independent Research Firm/Analyst”, in lieu of “Forrester” in the headers, subheaders, and email subject lines.
- › Use the Forrester analyst’s name in the header or subheader as long as it is clear that he/she is a guest or featured speaker, i.e., “[XYZ client] webinar featuring [analyst name] of Independent Research Firm”.
- › In the body text, call extra attention to the Forrester name by bolding the text or making it a different color from the surrounding text/background.
- › Use the Forrester analyst photo and/or bio of the analyst (your account/program manager can send you this information).
- › Use the Forrester logo, provided it meets with the guidelines described below.
- › Draw citations from written research published within the past 18 months, unless updated research is available.

Logo usage guidelines:

- › The Forrester logo must be smaller and less prominent than the host company’s logo (no larger than 75% the size) so it does not appear as a co-hosted or co-branded webinar by Forrester.
- › It cannot appear in the headers or subheaders of any documents.

People generally publicize their Webinars through a combination of traditional and new media methods:

Targeted email blasts to clients and prospects. This includes messages sent by the company hosting the Webinar or by a media outlet or production company contracted by the company.

Landing pages. These pages may be hosted on the website of the company that has contracted Forrester or other sites used to publicize the event.

Banner ads. The citations team can provide you with a high-resolution copy of the Forrester logo for use in banner ads. When requesting approval for the ad, please also send the citations team a list of all the websites or other contexts where it will appear. The client's logo must be present on the banner if it will appear on any third party site.

Press releases or media alerts. This includes releases or alerts over the wire, via email, or on a company's website.

USING THE CONTENT

After the event, you may wish to replay the content and generate additional publicity; To do this, you need to purchase the relevant rights from your account manager, who can guide you in selecting the appropriate package. The recording must be replayed in its entirety with concurrent audio and visual tracks to preserve its original context. The citations team needs to review all subsequent marketing materials.

Please note that the slides and comments from the Forrester speakers are covered by our copyright. As such, citations may not be taken from the slides or from any verbal comments made by the speakers, unless they are promoting the specific event. If you want to reference something from either of these sources, please contact the citations team; we will search our existing research with the aim of finding a similar quotation that you can use instead.

Any release forms or additional permissions documents should be directed to your account manager and the citations team so that we can ensure that they meet our policies and are executed by the appropriate signatory.

Translations of webinars for replay purposes are permitted. Replay rights must be purchased and the translation must be of both the slides and the spoken words (with a voiceover) by one of our approved translation vendors via Forrester. Forrester does not permit the posting or distribution of written transcripts of webinars. Please contact your account manager for more information regarding translations and replay rights.