

IWA Video Sponsorship For a water wise world

AUGUST 2016

inspiring change



VISION



“A world in which water is wisely managed to satisfy the needs of human activities and ecosystems in an equitable and sustainable way”.

This vision is the guiding star for everything IWA does.

- Sponsoring IWA video production is being part of inspiring change to create a water wise world.
- Powering IWA videos increases your visibility and consolidates your prestige in the global water sector and beyond.
- It is a lasting investment in your reputation which IWA will disseminate worldwide to international media outlets such as Reuters, CNN, AFP, Huffington Post, New York Times, BBC and others.

REACHOUT



Get visible to the best and widest network of water professionals worldwide.

Practitioners, regulators, industry, business, water utilities and researchers. The entire water sector globally at your reach.

The IWA video offer engages the growing public interest on water issues as well as the top leaders in the water sector.

Benefit from the leading outreach to the water sector.

Water Regulation in Portugal
from IWA

Water and Development Congress & Exhibition 2015
Water Security for Sustainable Development was the theme of the IWA Water and Development Congress & Exhibition 2015.
The WANA Water Summit, keynote speakers, dedicated Forums, technical sessions and workshops all provide for a diverse, high quality Congress programme on how to turn the tide and make water the catalyst

Opening of the IWA Wat...
WANA Sur...

Summary of the Water a...
Conclusion

Water as the driving force for de...
from IWA

World Water Congress 2014 opening
from IWA

The Green Economy - Jorge Mo...
from IWA

Water use in agriculture - threat...
from IWA

IWA Specialist Groups
IWA Specialist Groups represent the core vehicle for management topics. The specialist groups facilitate conferences and publications. The specialist groups covering all-important topics in the water management

www.iwa-connect.org
2 months ago

What is the future of W...
5 months ago

World Water Congress 2014 opening
from IWA

The Green Economy - Jorge Mo...
from IWA

Water use in agriculture - threat...
from IWA

IWA World Water Congress & Exhibition 2014
Created by IWA 2 years ago
Lisbon, 21-28 September. The foremost professionals, top specialists and thought leaders from industry, government, utilities, regulators and research organisations who are leading the debate and finding the solutions to the critical challenges facing...
+ More
BROWSE THIS CHANNEL
19 Videos
1 Follower
1 Moderator
SHOUT BOX
Heads up: the shoutbox will be retiring soon. It's time of working, and can't wait to relax. You can still send a message to the channel owner, though!

VIDEO PACKAGES



- Video summary of the Congress Participants/ Exhibitors experience.
- Powered by (Sponsor logo) - included in video length.
- 4 videos shown to all Congress Delegates at the opening plenary every morning (Up to 5000 delegates).
- Lasting videos on IWA public video channels.
- Broadcast on available Convention Center assigned screens.
- The videos will be shared via IWA social media platforms with the public.
- Profiling on all IWA public channels and distribution to the worldwide 58k+ email distribution list.
- Profiling on IWA exclusive social media platform: IWA-Connect .
- **Congress daily video 20K EUR**

- Thought Leadership influencers video from within and outside the water sector.
- Powered by (Sponsor logo) included in video length.
- Lasting videos available publicly on IWA video platforms.
- Public social media promotion on topical areas via IWA social media channels.
- Profiling on to the worldwide 58k+ email distribution list.
- Profiling on IWA exclusive social media platform: IWA-Connect.
- Link on The Source Magazine website.
- **Keynote video 5K EUR**

- Card/ logo format at the end of the video.
- Lasting videos available publicly on IWA video platforms.
- Public social media promotion on topical areas via IWA social media channels.
- Profiling on to the worldwide 58k+ email distribution list.
- Profiling on IWA exclusive social media platform: IWA-Connect.
- **Video card 2,5K EUR**

AUDIENCE 2014-2016

- **58,933** email subscribers
- **10,000** members IWA-Connect
- IWA Facebook **9,100** Followers
- YWP Facebook **16,200+** members
- WeChat **7,700** followers
- Twitter **4,250** followers
- LinkedIn **12,100** followers + **5,195** group members
- Vimeo **17,000** plays
- Youtube **3,891** views
- IWA-Network **45K** pageviews per month (67% new visitors over August)
- The Source Magazine



ON VIMEO



Most plays by device
Desktop: 14931 plays

[View device report >](#)



Phone:
1760 plays



Tablet:
661 plays



TV Apps:
4 plays

Total time watched



[View duration report >](#)

Average time per view



[View engagement report >](#)

► Most plays

[View plays report >](#)



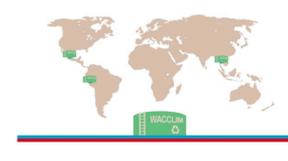
IWA - The International Water A...
2516 plays



Flood & Drought Management
1499 plays



Water as the driving force for d...
883 plays



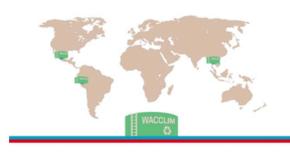
WaCCliM - Water & Wastewater...
766 plays

📺 Most finishes

[View finishes report >](#)



IWA - The International Water A...
594 finishes



WaCCliM - Water & Wastewater...
384 finishes



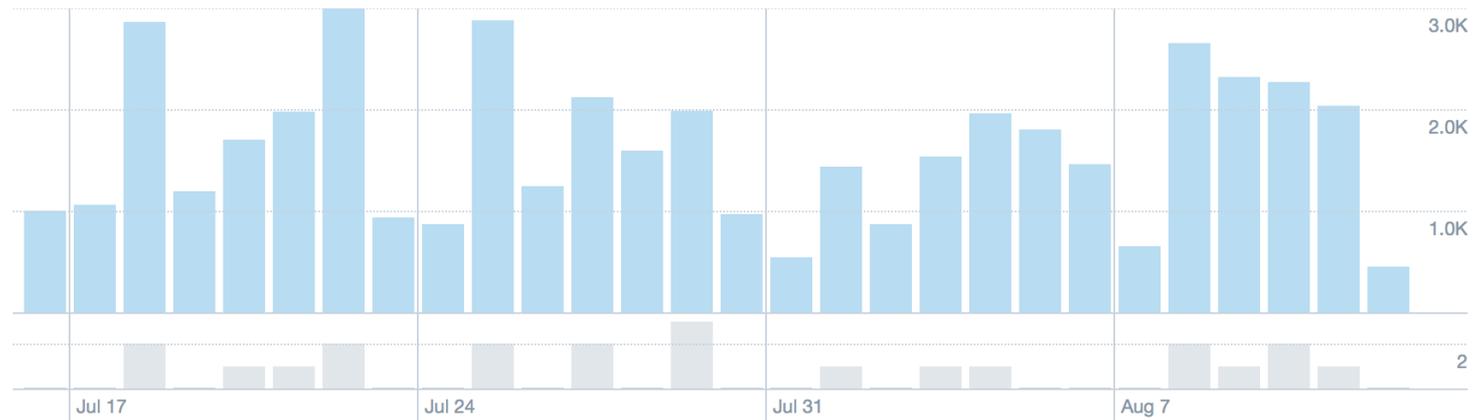
City infrastructure technologies...
299 finishes



A world of conferences and exh...
280 finishes

Tweet activity

Your Tweets earned **35.1K impressions** over this **28 day** period



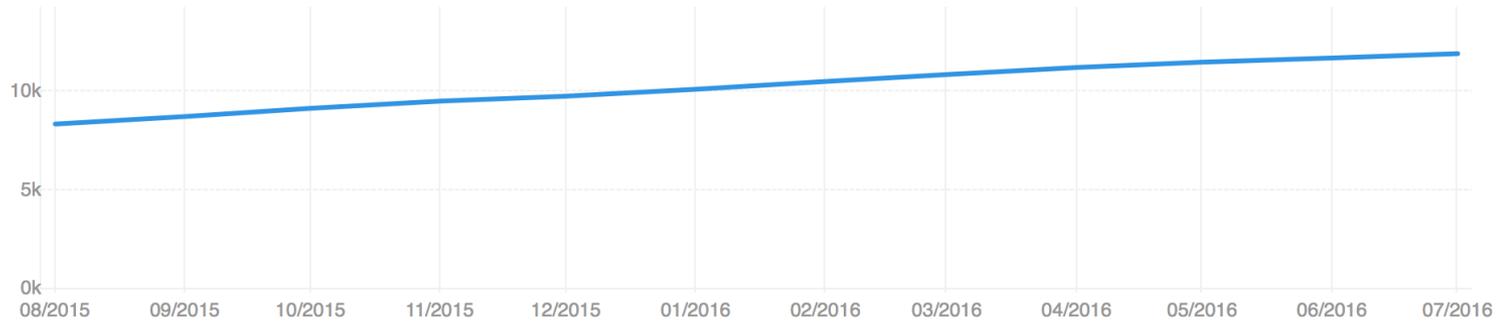
2016

FACEBOOK



Follower trends ?

+3,557 12-month change



How You Compare ?

Total Followers

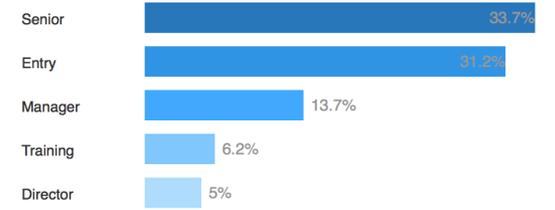
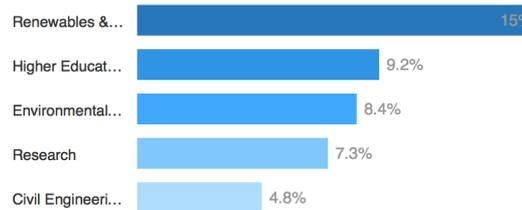
Visitor demographics ?

Industry

Visitor demographics ?

Seniority

Organization	Total Followers
 Water.org	12,804
 International Water Association	11,879
 International Water Management Institute (IWMI)	6,033
 Stockholm International Water Institute	4,397
 Global Water Partnership	4,247



Visitor demographics ?

Company...

Visitor demographics ?

Function

