



# #WEBINAR



WEDNESDAYS



Building  
Better Commerce  
Fraud & Payments Professionals

Proudly A Community

# WELCOME

Thank you for collaborating with us on #WebinarWednesdays! Here's a quick guide to promote your webinar, alongside us, to help maximize attendance and generate buzz.

As you know, content marketing such as the webinar you're hosting, is often very effective in getting buy-in and engagement from potential customers.

Positioning yourself as a credible thought leader by offering free education builds trust and reputation. It's no surprise that this is one of our most successful programs at the MRC.

Please remember, MRC facilitates a high volume of webinars each year, so we rely on shared partner promotion for a successful turnout.

## HOW MRC PROMOTES WEBINARS

### Monthly Email

We send a dedicated email the beginning of each month, promoting all upcoming webinars scheduled for the following 3 months.

### Weekly Industry Newsletter

We advertise the program in our weekly industry newsletter, SmartBrief.

### Monthly Social Posts

We schedule 2 - 3 social posts each month highlighting webinars. Rather than promoting individual webinars, we reference webinar content, presenting companies, or the program.

### Website Exposure

Your webinar title and description will be featured in the following places on our website:

- o [Events calendar](#)
- o [Upcoming webinars](#)

# SUGGESTED TACTICS FOR YOU

## Email Campaign

### Calendar of Events

### Ask your Partners to Share

### Newsletter (if applicable)

### Possible SEM

## Social Media

Mention the MRC and we'll reshare!

- o [LinkedIn](#)  
[MRC | Merchant Risk Council](#)
- o [Twitter](#)  
[MerchRisk](#)

# MEDIA KIT

## Who we Are

The MRC is a global membership organization connecting eCommerce fraud and payments professionals through online forums, career development programs, conferences, and networking events. Hear our members share the value of MRC collaboration.

[Watch the video](#)

## About #WebinarWednesdays

With a vision of contributing to a safer eCommerce world, we offer complimentary webinars to help fraud and payments professionals stay current on relevant fraud, payments, and law enforcement topics.

Membership is not required for webinar registration. Anyone can join!

In 2019 we facilitated **33** webinars.

## Branding & Language

Create graphics incorporating our #WebinarWednesdays logo.

[Download our logo kit](#)

## Get in Touch

[programs@merchantriskcouncil.org](mailto:programs@merchantriskcouncil.org)

[merchantriskcouncil.org](https://merchantriskcouncil.org)

[Upcoming Webinars](#)