

# Integrity Matters

The north star guiding an event typically sits in the newsroom

- Editors are adept at vetting topics, speakers and sources to participate and can offer the best assessment

# What's Thought Leadership?

- A sponsored panel
- Welcome remarks from an advertiser
- Hosting a virtual roundtable discussion

# Effective Labeling

- Disclaimers
- Different color backgrounds
- The presence of an advertiser logo
- Think about the power of ads on TV - that same b-roll can also run during events on a screen or virtually

# The Experience

How can an advertiser be additive?

- Pre pandemic that was cocktail receptions, dinners,
- Virtual its sponsoring watch parties, sending cocktail kits