

Sponsorship

Editorial Webcast

The Globe and Mail
ONLINE EDUCATION
Home Learning Game Plan
Insights on Distance Education For Parents
Hosted by
Caroline Alphonso, Education Reporter, The Globe and Mail
THURSDAY, APRIL 16, 2020 | 1:30PM TO 2:15PM

(Image of two children studying at a desk)

ATHABASCA UNIVERSITY
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This webinar will provide parents of school-aged children and youth who are new to the virtual classroom with a better understanding of the fundamentals of online learning. Caroline Alphonso, Education Reporter with The Globe and Mail - together with special guests - will provide practical strategies for parents to support their children's online education, and to balance school, work and family during the pandemic.

HOST AND MODERATOR
Caroline Alphonso
Education Reporter,
The Globe and Mail

SPEAKERS

Annie Kidder
Executive Director,
People for Education

Jamie Mitchell
High School Teacher,
Nether School (New Brunswick)
and Former Member, Board
for Teaching Excellence

Anne-Marie Scott
Deputy President,
Academic Operations,
Athabasca University

Free Audio Webinar Event
Register today at: globeandmailevents.com/OnlineEducation

Presented by
THE GLOBE AND MAIL EVENTS

WEBCAST CREATION

- 1x webcast hosted by Globe and Mail site with a recorded version for post-event viewing

WEBCAST RECRUITMENT

- Two full page print ads to run in The Globe and Mail newspaper to drive audience acquisition, featuring sponsor branding
- Two targeted e-mail blast to selected Globe and Mail subscribers
- Email invitation to select influencers and policy makers identified by Globe and Mail editorial
- Display advertising on globeandmail.com (minimum 75,000 impressions) and organic social media posts on relevant Globe channels

POST-EVENT AMPLIFICATION

- Post-event marketing includes 75k digital impressions driving to webcast recording posted on The Globe events page www.theglobeandmail.com/events/
- Thank you email to registrants

OPTION FOR ADDITIONAL POST EVENT AMPLIFICATION

See next page for details

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