



Digital
Events

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Live &
Hybrid
Events



Digital
Marketing

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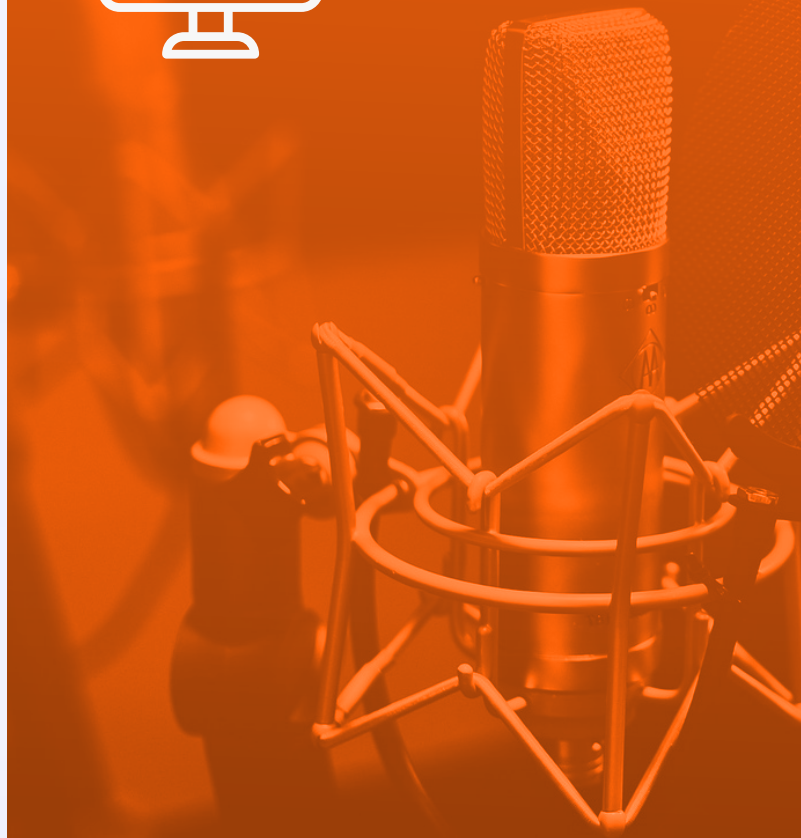
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Magazines



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Additional
Services





More than a Webinar

We use different systems to create unique environments depending on your needs.

Also, by adding a landing page you get a branded environment that you can utilise up to 1 year post event - getting you more exposure

Examples

Product Launch
Webinar Series
Discussion Forums
Panel Discussions
Product Training

We offer technical and creative support to create engaging content with either pre-recorded or live-streamed events.



Preparing your virtual venue: Branded event landing page

We purchase a domain to give your virtual event a home online, such as www.ConferenceName2020.co.za. Your virtual event is hosted on a local South African dedicated premium server that is able to meet your required traffic demand.



Seamless registration and login

Branded Sign up pages are created. Guests are sent an invite to the virtual event and navigate to the website to register to attend the virtual event. Guests get emailed their login details and any reminders, save the dates, virtual conference packs, agenda, speaker profiles, etc.



Support during live event

Trained staff members would support speakers and participants inside the event. We offer a live support desk during and before your event.



CPD Management

CPD application and certification can be included. Find out how to bump up your CPD accreditation for a webinar to 2-3 points



Speakers

We schedule and onboard speakers for your event. Our team is experienced in engaging with speakers and assisting them to adapt to providing talks either virtually or in-studio



Marketing

We leverage various media channels for optimum visibility of your event. Our one-stop service offers quality creative and effective marketing video production to leverage your exposure in the same medium. Full database of South African veterinarians and veterinary nurses.



Analytics

When your virtual event is over, you'll have a comprehensive view of all your events and the right data to understand the impact and ROI of your full events program. Thank you emailers are sent out with a survey form or attendees are asked to complete survey forms at the end of the event. The client is supplied with an event report.



Advanced Virtual Event

Enquire about the benefits of the event platforms available through Vetlink/Vet30

Advanced Event Platform

- Sponsor Networking rooms for attendees and sponsor interaction
- Virtual Lounge for breakout sessions and general attendee interaction. Tables can be branded by Sponsors
- Question and Answer
- Polls
- Chat
- Raise hand to speak
- Customised “lobby” area to greet the attendees as they join the event
- Virtual booth that you can use to expand on a product you are selling

Event App

- Sponsors push notifications to attendees to keep them informed about sponsor services and products
- Networking with attendees through the App
- Question and Answer
- Polls
- Chat
- Raise hand to speak (Depending on live platform)
- Rate and upvote talks
- Newsfeed with images, text and hyperlinks to redirect attendees to a website or page.
- Formatted texts, links, pictures or GIFs. Attendees can rate each post
- Analytics available to evaluate your event in real time. User statistics and session insights
- Giveaways



In-Person Live Events

Vetlink CC is a member of the Southern African Association for the Congress Industry (SAACI)



Hybrid Events: Live Event with Live stream to online audience

Livestreamed events offers the following additional opportunities to sponsors: Push Notification to attendees in the room and virtuals, PDF document distribution, Notifications of Special offers, Video clip inserts during tea and lunch breaks.

Hybrid Streaming Services inclusive of: User App, Audience Engagement (Q&A & Polling), Branded Graphics, Recording, Client Support, Stage Lighting, Audio.

Excluding: Sound Engineer and Livestream engineer



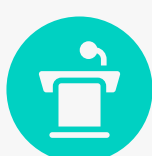
Marketing

Leverage various media channels for optimum visibility of your event. Our one stop service offering quality, creative, and effective marketing video production to leverage your exposure.



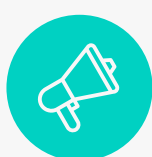
In event support

Management of all logistics during the event, organisation. Support speakers and participants inside the event.



Speaker engagement

Liaison with speakers and organisation of the travel and accommodation. Organisation of CPD accreditation



Turnkey solution

We use an online registration system to process registrations, send RSVP confirmation, manage payments and drive attendance



Event Creation and Distribution

Full project management, including communication, graphic design, financial management and sponsor management



Analytics

When your event is over, sponsors receive a list of all attendees.

Sponsorship Options (Live Event)

Exhibitor	Registration
Session	Speaker
Function	Inserts

Sponsor Hybrid & Event App

Become the main sponsor of the event app and hybrid part of any of the events below. Contact us for more information

Northern KZN & Midlands Branch Congress	06 - 07 February 2021
Southern Cape Branch Congress	06 - 07 March 2021
Wildlife Group Annual Congress	11 - 13 March 2021
World Veterinary and Poultry Association	21 - 23 April 2021
Eastern Cape Branch Congress	07 - 08 May 2021
RuVASA annual Congress	17 - 19 May 2021
NVCG Bush Break (Skukuza, KNP)	10 - 11 July 2021
NVCG Congress with David Church & Jill Madison	DBN 11 - 12 August CT 13 - 14 August JHB 16 - 17 August
Eastern Free State Branch Congress	03 - 04 September 2021
Medecos Conference XV	06 - 10 September 2021
Mpumalanga Branch Congress	Date TBA
SAALAS Conference	09 - 10 November 2021
Postponed	
SAEVA annual Congress	18-20 February 2022
NVCG Surgery Congress	01 - 03 March 2022





Digital Marketing

We are achieving open rates of up to 48%, industry vertical medians show that the Medical and Healthcare sector are outperforming other industries at 26,93%.

Open rates are generally lower for more frequent or daily senders - we achieve high open rates - we do not send more than 4 messages a month, linked with useful information for veterinarians eg continued professional development opportunities



Email

2600 verified email addresses
POPI compliant, with large scale sending infrastructure to ensure the best delivery rates
Combine the power and visual impact of an email with the ability to reach your contacts anywhere that SMS's give you by including a link to a landing page that renders like the online version of an email. You can also track which contacts read this email.

R4300 per bulk email



Vetlink/Vet360 Website

1300 visitors a month

Leaderboard (728px X 90px)
R1 000 per month

Wide Skyscraper (160px X 600px)
R1 100 per month



SMS

1 800 cellphone numbers
Bulk sms with 160 Characters
- linked to content e.g. website, PDF document, e-mag or video

R1100 (landing page: R525)

Region ?	Acquisition
	Users ?
	1,301 % of Total: 18.65% (6,976)
1. Gauteng	728 (55.49%)
2. Western Cape	241 (18.37%)
3. KwaZulu-Natal	139 (10.59%)
4. North West	60 (4.57%)
5. Eastern Cape	55 (4.19%)
6. Mpumalanga	40 (3.05%)
7. Free State	22 (1.68%)
8. Limpopo	21 (1.60%)
9. Northern Cape	5 (0.38%)
10. (not set)	1 (0.08%)

Statistics of monthly users (South Africa)



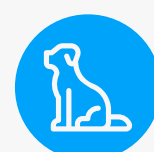


Magazines

The magazines offers practical advice and cutting-edge medical information to the busy veterinary practitioner.

Vet360 and the Review magazine are the only printed format magazines for the South African veterinary professionals

Equine Health Update and Hooo Hooo are published on behalf of the Groups and in digital format

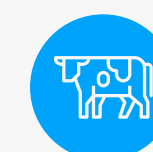


Vet360

Vet360 readers are veterinarians and associated professionals from rural, suburban, and city locations. They represent companion, mixed, and large animal practices, educational institutions, pharmaceutical companies, and veterinary wholesalers. Your products and services will hit your target market – the decision makers and buyers in veterinary businesses

Editor: Dr Liesel van der Merwe
Bookings through Agriconnect

[VIEW RATES](#)

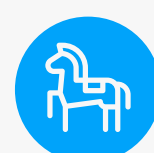


Review

The Livestock Health and Production Review is targeted at veterinarians and other professionals dealing with production animals. Readers are in academia, private practice and laboratories.

Editor: Dr Mark Chimes
Bookings through Agriconnect

[VIEW RATES](#)

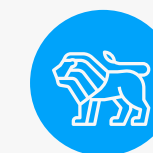


EHU

Equine Health Update readers is Members of the South African Equine Veterinary Association. Distributed ELECTRONICALLY to 200 members, on a quarterly basis

Editor: Dr Johnny Cave
Bookings through Vetlink

[VIEW RATES](#)



Hooo-Hooo

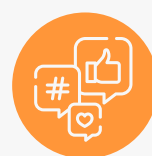
Hooo- Hooo readers is Members of the Wildlife Group of the SAVA. Distributed ELECTRONICALLY to 200 members, on a quarterly basis

Editor: Dr Jenny Hewlett
Bookings through Vetlink

[VIEW RATES](#)



Additional Services



Social Media Management

Your social media will be managed by a dedicated professional.

First, we create your content strategy in consultation with you. We would then create content in line with your brand guidelines and publish that content on your social outlets.

In case you don't have any of the identified channels, we will create a page from scratch! We'll run social media campaigns on any of the following Social Platforms Facebook, Twitter, LinkedIn, Google Plus, Instagram, YouTube, Pinterest, to increase your user base and keep them sticky!

Periodically we will review the content strategy, analyse data points and make required changes.



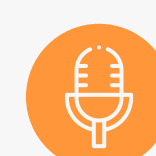
CPD Management

Vetlink is an accredited CPD supplier and would assist you to register and manage and maintain the CPD of attendees who attend your CPD events. Charged per person.



Graphic Design

Need a design? We will design your artwork for print or digital format (HTML included) @ R200 per hour



Recording studio

Maximum 2 persons
Professional camera, lights, sound and greenscreen.

Need a high-quality, quiet environment to record your presentation? Professionally equipped for 2-3 people, and available to any of our clients (if you require a sound engineer it will come with an additional charge).
Full day hire @R325



Studio on location

We come to your office or boardroom, or out in the field, with a Zoom H6 and professional microphones. We record your story for post-production and publishing back at the studios. Think about how the location of a recording could add value to the conversation, or be a more efficient use of your time.



Video recording and editing

With StreamYard software, you can record up to 6 participants. Add your logo, branding, background, lower third titles. You can also choose to stream or send to any webinar platform.

Pricing from R150 per hour

COMPANY PROFILE

Vetlink CC

Established: 1999

Mission

- To expand the scientific and business knowledge base for Southern African veterinarians and allied professionals.
- To provide a communication network amongst professionals in the veterinary field
- Presentation of conferences and utilisation of new and existing communication channels and methods.

Employees

6 employees, with other specialist outsourced on a project-specific basis, as required

Key Customers

South African Veterinary Association, Animal Health Pharmaceuticals, Animal Food Companies and other services providers to the veterinary industry.

Leading Edge

With its portfolio of media products Vetlink can meet the requirement of industry wanting to market to the veterinary profession.

Applications

Vet360 App

Magazines

Vet360 Magazine (Printed)
Equine Health Update (E-Mag)
Wildlife Review (E-Mag)
Livestock Health and Production Review (Printed)

Marketing

Email & cellphone communications

Online

Webinars and Online events

vetlink



Banking
FNB, Brooklyn
Account Number 62301029676
VAT: 4140271380

Associated Concerns
Distributors and Licence holder:
Flair® & Equine Science Supplements