

COLD CHAIN CONNECT TOP TIPS

The webinar series for cold chain professionals

WHAT IS COLD CHAIN CONNECT?

- Cold Chain Connect is our regular webinar series in which we invite our Innovator members to join us over lunch to speak to the wider CCF membership on a key topic, or innovation shaping business in the cold chain.
- The sessions are 30–45 minutes long and are held via our web conferencing platform, GoToMeeting. Audience size depends on the topic (some are more popular than others) but previous webinars have attracted up to 50.
- Speakers are invited to give a short PowerPoint presentation followed by a Q + A with the host and the audience.
- Sessions are hosted by either Phil Pluck (CCF Chief Executive) or Tom Southall (CCF Deputy Chief Executive).

BENEFITS TO INNOVATOR MEMBERS

- A chance to broadcast to your customers about your company, products and how you can support their operation.
- Every Innovator Member of the CCF can apply for a Connect webinar as part of their membership at no additional cost.
- Webinars are run live, but also recorded for playback allowing you to share it with your customers after the event.
- Full attendee reports are provided following the event, allowing you to actively follow up with your audience.

TOP TIPS FOR MAKING THE MOST OUT OF YOUR WEBINAR

- An engaging title and clear description of the issue being discussed has been proven to boost attendees.
- Make sure your presentation is relevant to the CCF's audience.
- Polls are a great way to help you understand the audience and engage them in the discussion.

HOW TO APPLY

- To be considered for an upcoming Connect webinar, we require some basic information about you and the topic you would like to discuss.
- After a review of applications, we will be in touch about available dates.
- We run 2 'seasons', Spring/Summer and Autumn/Winter and will publish a programme at the start of each.
- For an application pack, or for more information, contact Jane Jones, Events Manager: jane@coldchainfed.org.uk.



**SCAN TO SEE OUR
COLD CHAIN
CONNECT LIBRARY**