
MODERN AMERICAN ADVISOR

PARTNER WITH US · COMMERCIAL BRIEFING

VOLUME FIVE · WEBINARS

Premium Webinars

*One sponsor. One serious topic. One high-quality
advisor audience.*

ModernAmericanAdvisor.com

A LUXURY EDITORIAL PLATFORM FOR THE U.S. ADVISORY MARKET

MAA / PARTNERSHIP SUITE

OPENING STATEMENT

Webinars designed for firms that want to own a serious conversation with advisors.

The advisory market does not need another generic webinar. Advisors will give their time when the topic is relevant, the framing is intelligent and the session helps them understand something that matters to their business or clients.

MAA webinars are built around that principle. One sponsor. One serious topic. One high-quality advisor audience. One campaign designed to create value before, during and after the live session.

ONE

Why Most Webinars Fail

Weak topics, broad targeting, thin promotion and sales-heavy content produce poor engagement. The MAA model corrects each of those factors deliberately.

TWO

The MAA Webinar Model

Each webinar is treated as a campaign in itself, with editorial framing at the centre and amplification built around the live moment.

- Topic strategy and editorial positioning
- Registration page, design and copy
- Targeted email promotion across segmented lists
- Newsletter, website and social amplification
- Moderator support and live hosting
- On-demand replay and attendance data
- Follow-up campaign and companion article
- Optional video clips and research integration

“ Every webinar is an editorial moment, a lead generation channel and an evergreen content asset. ”

THREE

Webinar Formats

- Research-led webinar
- AI adoption webinar
- ETF education webinar
- Product education webinar
- Practice growth webinar
- Succession and M&A; webinar
- Women in Finance leadership webinar
- Build to a Billion executive webinar
- White paper activation webinar
- Private briefing or executive masterclass

FOUR

Commercial Outcomes

- Registrations and attendance
- Qualified engagement and lead generation
- Thought leadership and product education
- Sales follow-up and pipeline acceleration
- On-demand content and campaign extension

INDICATIVE PARTNERSHIP OPTIONS

Pricing Framework

All figures below are indicative and intended as a guide. Final partnership pricing is shaped by campaign scope, audience targeting, exclusivity and editorial integration. Bespoke proposals available on request.

Live webinar	From \$12,000
Premium webinar series	By proposal
Research-led webinar	By proposal
Private briefing or executive masterclass	From \$12,500

NEXT STEP

Discuss A Premium Webinar · Build A Lead Generation Campaign ·
Turn Research Into A Live Event

partner@modernamericanadvisor.com · Book a partnership call via ModernAmericanAdvisor.com/partner-with-us