

# EVENTS



Let Washington Examiner's Events team help you identify and integrate the right mix of creative content solutions to drive your message and activate our (and/or your) loyal, engaged audience. We will help you shape your content, convey it through multiple platforms and channels, and see that you succeed beyond party lines.

**We don't create events, we create experiences.**

# THREE-TIER

## DEPLOYABLE TACTICS

### Pre-Event

#### E-Reach

Sponsored E-Newsletter

Digital Invite

#### Digital

Raptor: Interactive Widget, Showcases Event Details

Online Ads throughout Website

In-Line Ads

Custom Event Landing Page

List and E-invite Management

#### Print

Custom Designed, Full Color Event Print Ads

Sponsored Content

Custom Designed Invitation

Cover Wrap

#### Social

Sponsored Posts and Tweets

Influential Audience

Co-branded Facebook Event Page

Event Promotion Posts and Tweets

### Event

#### Tactics

Recruit Dynamic, Highly Regarded Speakers

Introductions to Influentials

Attendee Management

Logistics

Live Stream of Event

Event Signage

Material Distribution

Opportunity to Provide Brief Remarks

Live Custom Content

### Post-Event

Analytics and Data

Attendee Information

Activity on Landing Page

Testimonials and Feedback

#### Social

Event Video on Youtube Page

Wrap-up Posts and Tweets

# COLLABORATIVE PROCESS



**OUR WORLD-CLASS JOURNALISTS** inform and enlighten those who influence and make policy at both the state and national level.

**OUR PARTNERSHIP** helps you develop custom content that sparks policy makers, opinion leaders and everyday citizens to take action.

**OUR EVENTS** deliver valued relationships, expertise and unparalleled execution creating maximum impact.

**OUR STRONG EXPERTISE** in the high-stakes world of Washington makes us a valued event partner to organizations of all types and sizes.

# MediaDC

## EVENT CASE STUDY

**EVENT SOLD OUT**  
TUNE IN TO LIVESTREAM @ 12PM

**STRENGTH & SECURITY:  
BUILDING A MODERN FOREIGN POLICY**  
*Join Concerned Veterans for America & The Weekly Standard  
in a case launching policy forum*

**FEATURING**

 **SEN. TED CRUZ**     **REP. ADAM KINZINGER**     **REP. TOM MCCLINTOCK**

**WITH REMARKS BY:**  
JOHN CARSON, *senior advisor for the office of Secretary of Defense Mark  
Meador*    **WILLIAM BUCKER**, *President of American Policy Priorities*    **WILLIAM BUCKER**, *President of American Policy Priorities*

**THE HIGH HOURS AT 12PM  
DECEMBER 2, 2014  
WATCH IT LIVE AT TVS. OR ONLINE**

**JOIN THE CONVERSATION  
#WEAKNESSISDANGEROUS**

  



**REGISTER  
CLEARED WA  
229**



**STRENGTH  
& SECURITY  
PROJECT**

**#WEAKNESSISDANGEROUS**

 



**Sen. Ted Cruz  
tweeted a  
Business  
Insider Story of  
the event to his  
319K followers  
and received  
173 retweets.**

**PRESS ATTENDED:** • Bret Baier at Fox News • Ted Cruz Comm  
**23** • MSNBC • Business Insider • NY Times • Bloomberg Politics  
• Roll Call • National Journal • National Review

*“MediaDC exceeded our expectations with an event series that delivered outstanding programming and event/content promotion. They helped put our cause on the map.”*

— Pete Hegseth, CEO  
Concerned Veterans for America

ED &  
A TLIST:



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BUILDING A MODERN FOREIGN POLICY**

FEATURING



SEN. TED CRUZ



REP. ADAM KINZINGER



REP. TOM MCCLINTOCK

TUNE IN TO LIVESTREAM 12PM  
#WEAKNESSISDANGEROUS

the weekly **Standard**

**MSNBC** tweeted a link to a livestream of the CVA and TWS event featuring Sen. Ted Cruz to their 706K followers.

msnbc @msnbc

Live video: Sen. Ted Cruz talks about what he thinks American foreign policy should look like [on.msnbc.com/1yc7DI1](https://on.msnbc.com/1yc7DI1)



RETWEETS 11 FAVORITES 3

CLICK ON THE BUTTONS TO INTERACT WITH THE WIDGET

**ABOUT CVA**

**DEFEND FREEDOM BUS TOUR**

**POLICY PRIORITIES**

**JOIN THE RANKS**

CONCERNED VETERANS FOR AMERICA

*Standing for the FREEDOM & PROSPERITY our veterans & their families FOUGHT TO DEFEND*

VISIT [CV4A.ORG](http://CV4A.ORG) TO LEARN MORE

f t YouTube Instagram Pinterest

the weekly **Standard**

**WHAT SHOULD MODERN AMERICAN FOREIGN POLICY LOOK LIKE?**

Join the conversation: December 2, 2014 • Willard Hotel

DETAILS INSIDE

BRING TO YOUR EVENTS

CONCERNED VETERANS FOR AMERICA & THE WEEKLY STANDARD INVITE YOU TO JOIN THE DISCUSSION

**WHAT SHOULD MODERN AMERICAN FOREIGN POLICY LOOK LIKE?**

**STRENGTH & SECURITY: BUILDING A MODERN FOREIGN POLICY**

DECEMBER 2, 2014

12:00 PM - 1:00 PM EST

THE WILLARD HOTEL, 1400 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20004

THE WASHINGTON STATE MUSEUM, 5000 CORCORAN AVENUE, N.W., WASHINGTON, D.C. 20008

ADMISSION IS FREE

Light Beer from the Registry

Presented by: Concerned Veterans for America, The Weekly Standard, and the Willard Hotel

CV4A | THE WEEKLY STANDARD

# CUSTOMIZED TOOLKIT

## PRINT

Washington Examiner and The Weekly Standard are principled and independent political publications that provides the news and information that lawmakers and influencers on Capitol Hill depend on to do their job.

## ONLINE & MOBILE

According to Google Analytics, WashingtonExaminer.com averages 3.2 million monthly unique visitors across desktop, tablet and mobile devices. WeeklyStandard.com averages 2.5 million monthly unique visitors. The Weekly Standard and Washington Examiner's online audiences are politically active, attracting viewers in the DC area and nationally. WashingtonExaminer.com and WeeklyStandard.com offer high impact, advertising opportunities with customizable interactive ads all positioned to gain the highest exposure and engagement with our influential audience.

## SPONSORED CONTENT

Share your company's message with our influential audience through articles, videos, images and infographics. Your content will appear prominently on Washington Examiner and/or The Weekly Standards' homepage and high traffic article pages utilizing our custom story page template.

## VIDEO

With a 75% completion rate, our video coverage includes Washington Examiner and The Weekly Standard original policy and political content along with aggregated news from outside sources. Available sponsorships include 15-30 second pre roll.

## E-NEWSLETTERS

The Weekly Standard and Washington Examiner's daily e-newsletters provide readers with the day's breaking news and insights about tomorrow's headlines. The optimized design allows lawmakers and influencers to quickly find the information they need to do their job.

## SOCIAL MEDIA

Washington Examiner has nearly 500K+ followers on Facebook and over 40K followers on Twitter. The Weekly Standard has 260K+ followers on Facebook and over 100K followers on twitter, offering advertisers the opportunity to share their message with an influential audience through sponsored posts.