

THE MANUFACTURER

**THE WEBINAR CHEAT SHEET:
BEST PRACTICE FOR MAXIMUM IMPACT**

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TOPIC & EDITORIAL FRAMEWORK

- Topic aligned with manufacturing challenges, trends, or regulations.
- Clear delegate takeaway. Provide practical insight, benchmarking, and best practices.
- Include a strong manufacturing case study to increase sign-ups.
- Structure the agenda clearly: Industry context → Insight → Solution → Next steps.
- Maintain a balanced, insight-led (not product-led) editorial tone.
- Write the landing page with a strong, manufacturing-focused value proposition.

EXAMPLE

Title:

Building a Resilient Supply Chain in 2026: Insights & Practical Next Steps for UK Manufacturers

Description:

72% of UK manufacturers cite supply chain disruption as a top risk. How are leading organisations responding? In this session, you will:

- Understand the 2026 industry landscape and regulatory pressures
- Benchmark your strategy against high-performing peers
- Gain practical steps to strengthen resilience and continuity

Clear insight. Practical value. Actionable next steps.

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SPEAKERS & ROLES

* ON-DEMAND WEBINAR

- Where possible, include a manufacturing speaker to bring practical industry insight.
- Mix of client expert + independent/industry voice where possible.
- Speakers fully briefed and rehearsed.
- Clear roles: Host (The Manufacturer), Speaker(s), Moderator.
- Strong opening framing and value-led closing CTA.

* LIVE WEBINAR

Technical Setup (for Live Webinar only)

- Platform tested with all speakers in advance.
- Speakers join 15-20 minutes early.
- Audio, video, screen share, and recording tested.
- Backup speaker/materials prepared if needed.



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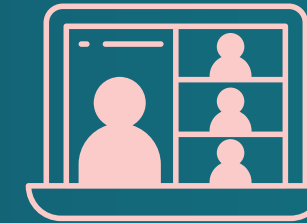
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TIMING & FLOW

- Start and finish on time, under 1 hour.
- Clear agenda shared at the start.
- Strong pacing with time protected for Q&A.
- Host keeps discussion focused and audience-led.

DELIVERY



- Please submit the presentation to The Manufacturer for review at least 1 week before the live event or pre-recording.
- 5 Q&A backup questions to be provided to The Manufacturer when supplying the presentation.



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SLIDE DESIGN & BRANDING

The "homework" is still undone

41%
distrust in their own data sets

54%
claim too much duplicate data in multiple systems

51%
struggle with siloed data across tools and systems

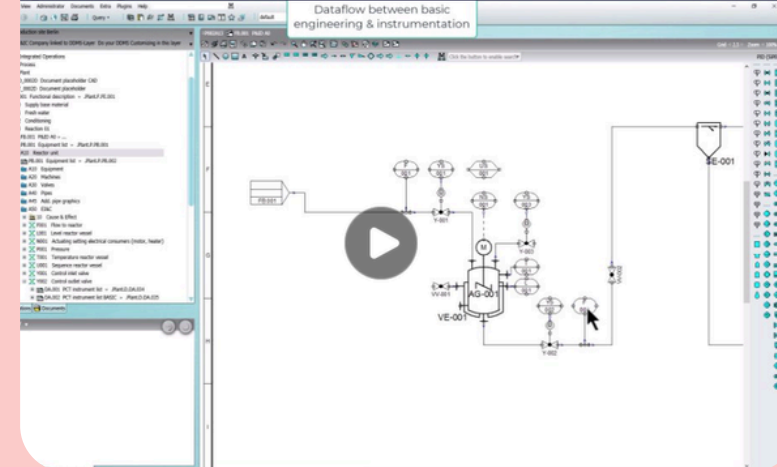
44%
report AI projects failed as a result of poor data quality



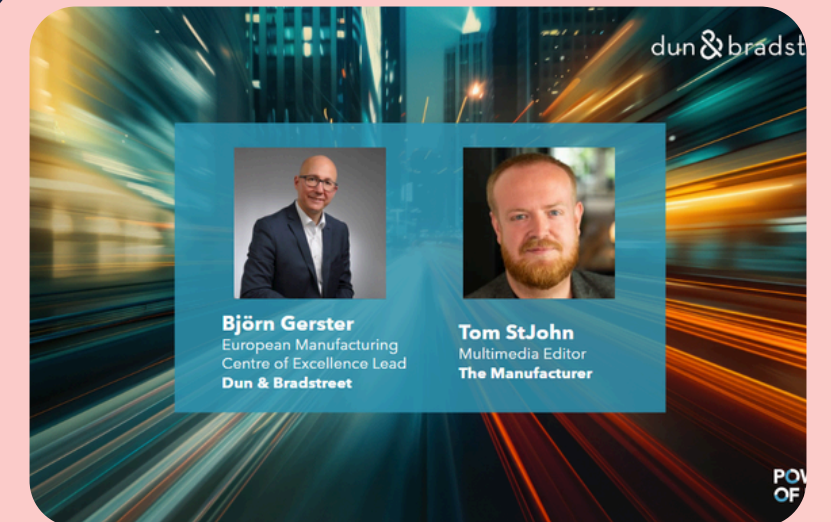
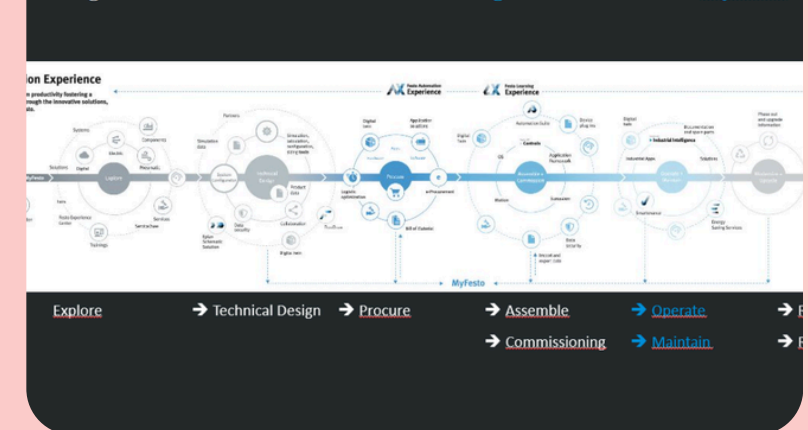
Manufacturing Pulse Survey 2025
We surveyed 2,000 senior procurement professionals across manufacturing firms in the US and Europe

dun & bradstreet

Engineering with Electrical & Instrumentation



Advantage Festo – from consistent data to lifelong added value in the MyFesto cloud



- ✓ Use minimal text.
- ✓ Prioritise data-led visuals & clear charts.
- ✓ Use large fonts (minimum size: 14 pt).

- ✓ Slides should support storytelling & insight.
- ✗ They are not for product demos.

- ✗ Avoid intricate or small diagrams.
- ✓ Keep visuals simple & clear.
- ✓ Ensure key images, logos, and text stay clear of slide borders.

- ✓ For panel discussions, prepare 2–3 slides.
- ✓ Include host introductions and a company bio.