

The Blue Room



Ensures compliance within the current regulations.
A key point of differentiation.

Contact:
Sarah White
sarah.white@m-assessment.com

Quality in Tourism
SAFE • CLEAN • LEGAL
www.qualityintourism.com
2020-21

SABA
Wine
Time

Quality in Tourism
SAFE • CLEAN • LEGAL
www.qualityintourism.com
2020-21




The Blue Room



The Blue Room is a live broadcast which streams on social media every fortnight on a Wednesday for 60 minutes. A specific topic is discussed by a panel of between 4 and 6. Attendees can register and receive reminder emails or simply follow a link to the broadcast and can interact with the panel via comments and questions in the text chat facility. The broadcast is recorded allowing future access on social media and wider distribution by email link. Sponsors benefit from an time-efficient presentation and a wider audience.

SABA Wine Time

SABA Wine Time is an online extension of SABA Networking, launched in 2010 and is an interactive Zoom video meet-up every week on Thursday at 5pm London time, for 90 minutes. Attendees register and suggest topics of importance to discuss, as well as partaking in networking and polls. Sponsors benefit from a closer and interactive communication and relationship with attendees.



RATE CARD

LinkedIn links: 9,700
 LinkedIn group members: 3,900
 Facebook group members: 1,400
 Twitter followers: 13,000

LinkedIn links: 9,700
 LinkedIn group members: 3,900
 Facebook group members: 1,400
 Twitter followers: 13,000

	The Blue Room	SABA Wine Time	Combination
Frequency	2 per month	4 per month	6 per month
Logo at Event	Yes (footer)	Yes (background)	Yes
Mailing 1,500 incl logo & link	4 per month to list of 1,500	8 per month to list of 1,500	12 per month to list of 1,500
Facebook group logo & link	Yes	Yes	Yes
Social Media posts with logo	4 per month to approx 24,000	8 per month to approx 24,000	12 per month to approx 24,000
Registration page with logo	Yes	Yes	Yes
Attendance at the Event	Yes	Yes	Yes
Registered Attendees	450 average	35 average	485 average
Recorded	Yes	No	Mixed
Sponsor Message	30 sec. (video)	60 sec. (personal)	90 seconds
Advertisement	Yes	No	Mixed
Duration	60 mins	90 mins	150 mins
Rate per month	£300 per month	£300 per month	£500 per month
One-off	£400	£400	£650
USP	Reach	Engagement	Combined